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POCKET GUIDE

to the

CHICAGO MARKET

1980

Prepared by—

CHICAGO SUN-TIMES
A Division of Field Enterprises, Inc.

During an average day in CHICAGO

Retail sales total more than $106,500,000

Manufacturers produce more than $302,000,000

Wholesale receipts account for $187,000,000

Service establishments bill $38,400,000

More than 164,000 persons leave or enter by air

Railroads bring 130,000 persons to Chicago

Buses carry 126,100 passengers to Chicago

More than 24,600 tourists, spending $137.50 each, visit Chicago

More than 3,613,000 workers earn an average of $75.00 per household, 22% greater than the national average

SOURCES:
CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY;
CHICAGO CONVENTION AND TOURISM BUREAU.

A Pocket Guide to Help You Know

THE CHICAGO MARKET

Market Research Department

CHICAGO SUN-TIMES

Available . . . . . .

TO HELP YOU

REACH CHICAGO HOMES

EFFICIENTLY . . . PROFITABLY

WHO BUYS WHAT IN CHICAGO NOW -- a continuous audit of products in a minimum of 2,300 consumer homes providing marketing trend data, brand standing, user characteristics and, upon request, customer definition and brand profiles. Specify products of interest.

GROCERY ROUTE LIST -- location of nearly 2,300 food stores arranged in optimized routing for 76 city areas and 156 suburban towns. Each store classified by affiliation and sales volume.

DRUG STORE ROUTE LIST -- location of over 1,000 drug stores arranged in optimized routing for 76 city areas and 144 suburban towns. Store classified by affiliation and number of pharmacists.

CENSUS DATA PACKET -- basic statistics of interest to marketers, compiled from the U.S. Census for 76 Community Areas within the city and 188 major suburban localities in the metropolitan market.

SHOPPING CENTER DIRECTORY -- listing of 304 shopping centers with separate listings furnished for discount and family center stores.

MAJOR DISTRIBUTORS OF FOOD PRODUCTS -- directory of corporate chains, wholesalers, voluntary groups, department stores and outstanding independents serving the local food industry.

Ask your representative from

the CHICAGO SUN-TIMES

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1980

WEEK

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DEC.	7	8	9	10	11	12	13
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	28	29	30	31			

S	M	T	W	T	F	S

Section One:

UNDERSTANDING AND DEFINING THE CHICAGO MARKET

Chicago, Illinois is the second largest city in the United States and has grown to a point where it is now the nation's leading industrial and transportation center. Located at the northeast corner of Illinois on the Chicago River at the base of Lake Michigan, Chicago has long been a commercial and industrial center. Indians settled the area before Europeans explored Illinois. The French established settlements in the late 1600's and by 1803, the United States Government had established a key military fort at the mouth of the Chicago River.

From the time of the city's incorporation in 1837, the Chicago Area has been known as a location for excellent employment opportunities. Chicago's earliest growth prior to the Fire of 1871 centered on the establishment of the Union Stock Yards which developed as a mecca for agricultural commerce in the United States. Many European immigrants settled in Chicago and were employed in this industry.

Following the Chicago Fire, the Chicago Area developed as a center for heavy industrial production. Iron and steel mills were established in 1875 along the Calumet River. By 1900, Chicago had established itself as a major industrial center. In 1906, United States Steel chose Gary, Indiana (just south and east of Chicago) as the site of its mill. As a result, by 1920, the Chicago Area became the nation's leading industrial center. The great influx of both immigrant and transient population at this time was a direct result of this industrial development.

Today, Chicago ranks as the transportation hub of the country. For example, only Texas, a state nearly five times the area of Illinois, has more track. The Chicago Area ships more tonnage of manufactured goods by rail than any other production center in the country. Chicago's eighteen trunk lines operate half of the nation's railway mileage and move 37,000 freight cars per day out of the city.

The Chicago Area ranks second nationwide in registered trucks. In this region there are 21,000 trucking and warehousing firms, the highest total for any metropolitan area. Metropolitan Chicago ships 38 million tons of manufactured products each year by truck. Even though Illinois only ranks 24th in geographic size, it ranks third in the total miles of surface roads. Illinois has more miles of interstate highways than all states with the exception of California and Texas.

Shipping can traverse in two directions through the port of Chicago; northeast through the Great Lakes-St. Lawrence Seaway and south through the Illinois and Mississippi Rivers. Ships carry 72 million tons of cargo in and out of the Metropolitan Area and barges carry another 23 million tons.

The strategic central location of Chicago's O'Hare Field has placed Chicago as the center of commercial air activity. More than 43 million passengers pass through Chicago every year. There are 675,000 scheduled plane movements serving 231 destinations each year at Chicago's airports. These figures rank Chicago as the busiest commercial air center. O'Hare Field handles more freight and mail than any other airport in the country. Chicago's value of import and export air shipments exceed those of any inland facility in the United States.

In order to understand more fully the statistical nature of the Chicago Area, it is important to be familiar with the four most widely accepted area descriptions:

1. City of Chicago - the 224.4 square miles of Cook County which contain 2,962,700 people within its incorporated boundaries.

2. Chicago Standard Metropolitan Statistical Area (SMSA) - Cook, DuPage, Kane, Lake, McHenry and Will Counties in Illinois.

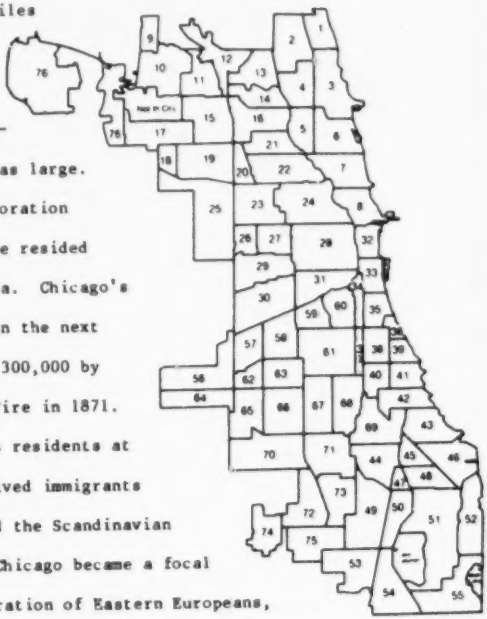
3. City and Retail Trading Zone (C & RTZ) - The Chicago SMSA plus Lake County in Indiana.

4. Chicago-Gary Standard Consolidated Statistical Area (SCSA) - The C & RTZ plus Porter County in Indiana.

SOURCES: Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis. Chicago: University of Chicago Press, 1969;
Chicago Association of Commerce and Industry;
Sales Management - 1979 Survey of Buying Power Estimates.

CITY OF CHICAGO

Currently, there are 2,962,700 people living within the 224.4 square miles of incorporated Chicago. However, Chicago has not always been that well populated or geographically as large. At the time of its incorporation in 1837, only 4,170 people resided in a 10.2 square mile area. Chicago's population grew rapidly in the next 30 years reaching nearly 300,000 by the time of the Chicago Fire in 1871. The majority of Chicago's residents at this time were newly arrived immigrants from Ireland, Germany and the Scandinavian countries. After 1871, Chicago became a focal point for the mass immigration of Eastern Europeans, soon followed by new arrivals from Italy and Germany. In the years prior to World War I, many Russians came to Chicago after much civil unrest in their home country. By World War I, these new arrivals in combination with blacks who migrated from the Southern United States helped to make Chicago a large multi-racial and ethnic city of 2,700,000 people. In addition, the physical size of the city increased immensely during this 80 year period. In 1889, Chicago annexed the four adjacent communities of Jefferson, Lake View, Lake and Hyde Park. These acquisitions alone increased the physical size of the city by a factor of four.



CHICAGO COMMUNITY AREAS

Number	Name	Number	Name
1	Rogers Park	39	Kenwood
2	West Ridge	40	Washington Park
3	Uptown	41	Hyde Park
4	Lincoln Square	42	Woodlawn
5	North Center	43	South Shore
6	Lake View	44	Chatham
7	Lincoln Park	45	Avalon Park
8	Near North Side	46	South Chicago
9	Edison Park	47	Burnside
10	Norwood Park	48	Calumet Heights
11	Jefferson Park	49	Roseland
12	Forest Glen	50	Pullman
13	North Park	51	South Deering
14	Albany Park	52	East Side
15	Portage Park	53	West Pullman
16	Irving Park	54	Riverdale
17	Dunning	55	Hegewisch
18	Montclare	56	Garfield Ridge
19	Belmont Cragin	57	Archer Heights
20	Hermosa	58	Brighton Park
21	Avondale	59	McKinley Park
22	Logan Square	60	Bridgeport
23	Humboldt Park	61	New City
24	West Town	62	West Elsdon
25	Austin	63	Gage Park
26	West Garfield Park	64	Clearing
27	East Garfield Park	65	West Lawn
28	Near West Side	66	Chicago Lawn
29	North Lawndale	67	West Englewood
30	South Lawndale	68	Englewood
31	Lower West Side	69	Gtr. Grand Crossing
32	Loop	70	Ashburn
33	Near South Side	71	Auburn Gresham
34	Armour Square	72	Beverly
35	Douglas	73	Washington Heights
36	Oakland	74	Mount Greenwood
37	Fuller Park	75	Morgan Park
38	Grand Boulevard	76	O'Hare

While incorporated Chicago ranks second to New York in total population, the City of Chicago outranks New York in many key economic factors. For example, the median household income in Chicago is 12.8% higher than New York while effective buying income is 5.7% higher. Analysis of retail sales at the household level indicates that in all categories Chicago ranks higher than New York.

For research purposes, the City of Chicago has been subdivided into 76 "Community Areas" ranging in population size from Burnside (3,181) to Uptown (136,436). Each of these areas has an evolving character and a local history of its own. Some were independent villages annexed by the growing city; some had strong ethnic and national origins and some had distinctive land-use patterns. Originally, each Community Area represented a definite neighborhood, but with urban change they are now regarded as standardized reportage units with an average population of 44,000.

Statistics for each Community Area have been compiled regularly since the Census of 1930. Community Areas are further subdivided into census tracts, of which there are 870 in Chicago.

SOURCES: Kitagawa, Evelyn M., and Taeuber, Karl E., Local Community Fact Book Chicago Metropolitan Area 1960. Chicago: Chicago Community Inventory, 1963;
Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis, Chicago: University of Chicago Press, 1969;
Sales Management - 1979 Survey of Buying Power Estimates;
U.S. Census - 1970.

Demographic Statistics

CHICAGO

- 1970 Census -

Total Population	3,366,957
Under 18	1,081,398
18-34	814,981
35-54	766,300
55-64	348,980
65 and Older	355,298
Years of School Completed (Persons over 25 Years)	
Population over 25 Years	1,903,382
0-8 Years Elementary	649,794
1-3 Years High School	417,677
4 Years High School	505,141
1-3 Years College	177,260
4 or More Years College	153,510
Family Income - 1969	
Total Families	826,441
$0 - $4,999	147,891
$5,000 - $9,999	252,238
$10,000 - $14,999	234,148
$15,000 and Above	192,164
Median Family Income	$ 10,280
Population and Housing Units	
Total Population	3,366,957
In Housing Units	3,315,870
Total Households	1,137,854
Owner Occupied Housing Units	396,357
Renter Occupied Housing Units	741,497
Persons Per Houshold	2.91
Occupation Distribution	
Total Employed, 16 Years Old and Over	1,387,908
Professional, Technical and Kindred Workers	175,110
Managers and Administrators, except Farm	72,358
Sales Workers	81,930
Clerical and Kindred Workers	335,824
Craftsmen, Foremen and Kindred Workers	176,904
Operatives except Transport	236,407
Transport Equipment Operatives	59,885
Laborers except Farm	69,697
Farm Workers	1,759
Service Workers	166,945
Private Household Workers	11,089

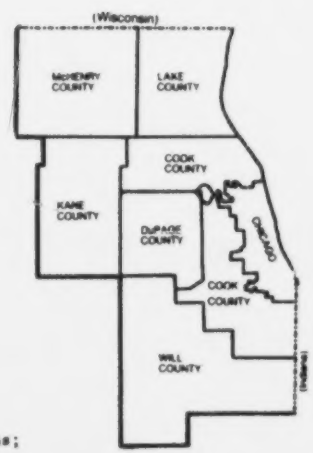
SOURCE: U.S. Census of Population - 1970.

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

The United States Bureau of the Census has established the Chicago Standard Metropolitan Statistical Area (SMSA) to enable federal agencies to gather metropolitan data on a coordinated basis. Originally, the Chicago SMSA included Cook, DuPage, Kane, Lake and Will Counties in Illinois and Lake County in Indiana. In 1959, McHenry County was added to the Chicago SMSA and Lake County, Indiana was deleted in order to form in combination with Porter County the Gary-Hammond-East Chicago SMSA. The six Illinois counties which comprise the Chicago SMSA contain an area of 3,719 square miles extending from the Indiana state line to the Wisconsin state line including the City of Chicago and 183 suburban municipalities (and five unincorporated concentrations) of 2,500 or more population.

Today, the Chicago SMSA ranks second in total population. However, if economic data are analyzed on a per household basis, the Chicago SMSA outranks the New York SMSA in both effective buying income and median household income as well as in total retail, food, eating and drinking, general merchandise, apparel and accessory, furniture, home furnishings and appliance, automobile, gasoline, building material and hardware, and drug store sales.

Counties	Population
Cook	5,285,700
DuPage	583,700
Kane	275,400
Lake	420,600
McHenry	136,100
Will	315,000
SMSA	7,016,500



SOURCES: U.S. Bureau of the Census;
U.S. Census - 1970;
Sales Management - 1979 Survey of Buying Power Estimates

Demographic Statistics

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

- 1970 Census -

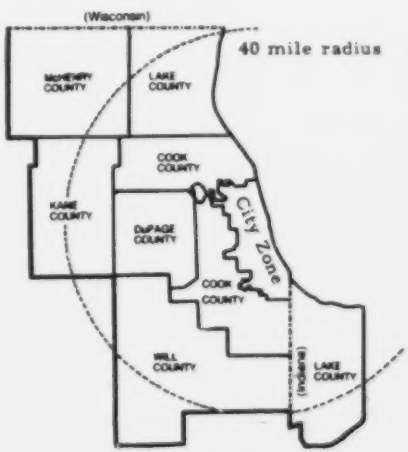
Total Population	6,978,947
Under 18	2,409,605
18-34	1,652,764
35-54	1,653,115
55-64	646,871
65 and Older	616,592
Years of School Completed (Persons over 25 Years)	
Population over 25 Years	3,821,830
0-8 Years Elementary	1,017,507
1-3 Years High School	745,059
4 Years High School	1,172,661
1-3 Years College	440,235
4 or More Years College	446,368
Family Income - 1969	
Total Families	1,733,707
$0 - $4,999	212,478
$5,000 - $9,999	426,915
$10,000 - $14,999	340,080
$15,000 and Above	554,234
Median Family Income	$ 12,097
Population and Housing Units	
Total Population	6,978,947
In Housing Units	6,847,980
Total Households	2,183,646
Owner Occupied Housing Units	1,155,097
Renter Occupied Housing Units	1,028,549
Persons Per Household	3.14
Occupation Distribution	
Total Employed, 16 Years Old and Over	2,852,017
Professional, Technical and Kindred Workers	428,625
Managers and Administrators, except Farm	226,039
Sales Workers	218,423
Clerical and Kindred Workers	636,204
Craftsmen, Foremen and Kindred Workers	395,504
Operatives except Transport	396,779
Transport Equipment Operatives	110,860
Laborers except Farm	118,875
Farm Workers	9,757
Service Workers	291,766
Private Household Workers	19,185

SOURCE: U.S. Census of Population - 1970.

CITY AND RETAIL TRADING ZONE

The "City and Retail Trading Zone" is a geographically delineated area developed by newspapers in conjunction with the Audit Bureau of Circulations in order to analyze local newspaper circulation patterns. The "city zone" is comprised of the incorporated municipality in which the newspaper is located as well as selected suburban communities adjacent to the central city. The "retail trading zone" consists of the SMSA portion not included in the "city zone" as well as selected counties immediately adjacent to the SMSA. The Chicago "city zone" includes the corporate City of Chicago plus the Village of Oak Park. The Chicago "retail trading zone" encompasses the remainder of the Chicago SMSA and Lake County, Indiana which is added because more Chicago newspapers are circulated in this county than in either Kane, McHenry or Will Counties of the Chicago SMSA.

Counties	Households
Cook	1,895,800
DuPage	174,300
Kane	88,300
Lake (IL)	122,500
McHenry	44,200
Will	97,800
Lake (IN)	174,500
C & RTZ	2,597,400



CHICAGO NEWSPAPER CIRCULATION

Distribution Zone:	Daily	Sunday
C & RTZ	1,336,218	1,675,577

SOURCES: Sales Management - 1979 Survey of Buying Power Estimates; ABC Publisher's Statements 9/30/79.

Demographic Statistics

CHICAGO CITY AND RETAIL TRADING ZONE

- 1970 Census -

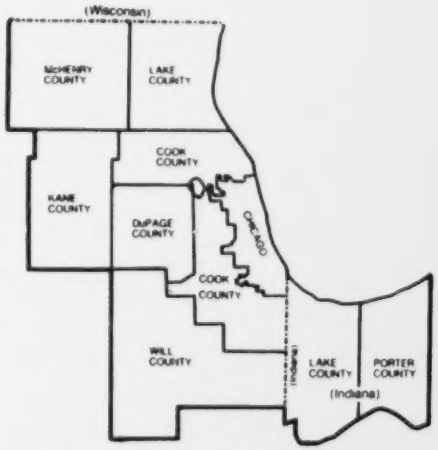
Total Population	7,525,200
Under 18	2,618,484
18-34	1,775,491
35-54	1,784,157
55-64	692,802
65 and Older	654,266
Years of School Completed (Persons over 25 Years)	
Population over 25 Years	4,101,632
0-8 Years Elementary	1,097,733
1-3 Years High School	809,044
4 Years High School	1,268,593
1-3 Years College	462,189
4 or More Years College	464,073
Family Income - 1969	
Total Families	1,868,553
$0 - $4,999	230,467
$5,000 - $9,993	466,374
$10,000 - $14,999	585,753
$15,000 and Above	585,959
Median Family Income	$ 12,025
Population and Housing Units	
Total Population	7,525,200
In Housing Units	7,390,948
Total Households	2,343,670
Owner Occupied Housing Units	1,261,857
Renter Occupied Housing Units	1,081,813
Persons Per Household	3.15
Occupation Distribution	
Total Employed, 16 Years Old and Over	3,053,362
Professional, Technical and Kindred Workers	450,840
Managers and Administrators, except Farm	236,178
Sales Workers	228,941
Clerical and Kindred Workers	669,501
Craftsmen, Foremen and Kindred Workers	440,317
Operatives except Transport	428,522
Transport Equipment Operacives	119,625
Laborers except Farm	133,781
Farm Workers	10,621
Service Workers	314,212
Private Household Workers	20,824

SOURCE: U.S. Census of Population - 1970.

CHICAGO-GARY STANDARD CONSOLIDATED STATISTICAL AREA

As the large adjoining SMSA's have continued to grow it has become necessary for the United States Bureau of the Census to establish the Standard Consolidated Statistical Area (SCSA) in order to more accurately measure demographic and economic data. Computations for the Chicago-Gary Standard Consolidated Statistical Area first appeared in the 1960 United States Census with the creation of a separate Gary-Hammond-East Chicago SMSA. The inclusion of this SMSA with the Chicago SMSA creates an eight county urbanized region 130 miles in length. It should be noted that Porter County in Indiana contributes little to the Chicago-Gary SCSA. The 1979 Sales Management reports 106,300 people in Porter County, Indiana.

Counties	Population Per Sq. Mile
Cook, IL	5,541
DuPage, IL	1,763
Kane, IL	530
Lake, IL	920
McHenry, IL	223
Will, IL	372
SMSA	1,887
Lake, IN	1,051
C & RTZ	1,785
Porter, IN	250
SCSA	1,645



With the large growth in urbanized population in the Chicago Area, it should be pointed out that the Chicago-Gary SCSA is only part of a 19 county corridor of connecting SMSA's. The Chicago-Gary SCSA is bordered to the south by the Kankakee SMSA; by the contiguous SMSA's of Janesville - Beloit and Madison to the west and northwest; and the adjoining SMSA's of Kenosha, Racine and Milwaukee to the north. In 1978, the population of this 19 county region was 10,203,800 which represents a growth of well over one million residents (12.1%) from the 9,105,800 count of 1960.

SOURCES: U.S. Bureau of the Census;
Sales Management - 1961 Survey of Buying Power Estimates;
Sales Management - 1979 Survey of Buying Power Estimates;
U.S. Census - 1970.

Demographic Statistics

CHICAGO-GARY STANDARD CONSOLIDATED STATISTICAL AREA

- 1970 Census -

Total Population	7,612,314
Under 18	2,651,703
18-34	1,799,273
35-54	1,802,980
55-64	698,747
65 and Older	659,611
Years of School Completed (Persons over 25 Years)	
Population over 25 Years	4,143,812
0-8 Years Elementary	1,105,934
1-3 Years High School	817,520
4 Years High School	1,285,215
1-3 Years College	466,525
4 or More Years College	468,618
Family Income - 1969	
Total Families	1,889,875
$0 - $4,999	232,591
$5,000 - $9,999	471,877
$10,000 - $14,999	593,804
$15,000 and Above	591,603
Median Family Income	$ 12,025
Population and Housing Units	
Total Population	7,612,314
In Housing Units	7,474,737
Total Households	2,368,295
Owner Occupied Housing Units	1,280,951
Renter Occupied Housing Units	1,087,344
Persons Per Household	3.16
Occupation Distribution	
Total Employed, 16 Years Old and Over	3,086,454
Professional, Technical and Kindred Workers	455,300
Managers and Administrators, except Farm	238,400
Sales Workers	230,789
Clerical and Kindred Workers	675,012
Craftsmen, Foremen and Kindred Workers	447,901
Operatives except Transport	432,816
Transport Equipment Operatives	120,747
Laborers except Farm	135,349
Farm Workers	11,176
Service Workers	317,923
Private Household Workers	21,041

SOURCE: U.S. Census of Population - 1970.

Business Statistics

CHICAGO-GARY STANDARD CONSOLIDATED STATISTICAL AREA

- 1978 -

Gross Metropolitan Product	$ 96,600,000,000
Personal Income	$ 73,800,000,000
Wages and Salaries Received	$ 50,000,000,000
Bank Clearings	$ 223,759,000,000
Retail Sales	$ 29,866,000,000
Chicago Manufactured Products (gross sales)	$ 76,691,000,000
Primary Metals	$ 13,550,000,000
Food and Kindred Products	$ 9,368,000,000
Electrical Machinery	$ 8,279,000,000
Non-Electrical Machinery	$ 7,395,000,000
Fabricated Metal Products	$ 7,028,000,000
Chemicals and Allied Products	$ 5,912,000,000
Petroleum and Coal Products	$ 5,839,000,000
Printing and Publishing	$ 4,734,000,000
Transportation Equipment	$ 3,905,000,000
Instruments and Related Products	$ 2,060,000,000
Paper and Allied Products	$ 1,908,000,000
Stone, Clay and Glass Products	$ 1,549,000,000
Rubber and Plastic Products	$ 1,415,000,000
Apparel and Related Products	$ 869,000,000
Furniture and Fixtures	$ 810,000,000
Lumber and Wood Products	$ 479,000,000
Leather and Leather Products	$ 177,000,000
Miscellaneous Manufacturing	$ 1,414,000,000
Index of Industrial Activity (1972=100.0)	107.7
Electric Power Sales (kwhr)	68,167,000,000
Steel Production (net ingot tons)	30,087,000
Industrial Gas Consumed (therms)	433,653,000
Industrial Building and Land Investment	$ 701,000,000
Air Passengers (arriving and departing)	49,500,000
Scheduled Plane Movements	687,343
Air Freight and Express (lbs.)	1,519,000,000
Ships Arriving from Foreign Ports	351

SOURCE: Chicago Association of Commerce and Industry.

Section Two:

MEASURING THE MARKET

POPULATION - SCSA'S AND COMPONENT CITIES

POPULATION - LEADING SMSA'S AND CITIES

SIZE AND ECONOMIC MEASURES - LEADING CHICAGO AND SUBURBAN AREAS

MARRIAGES, BIRTHS AND DEATHS

NEW CAR SALES

RESIDENTIAL BUILDING PERMITS

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

RETAIL ESTABLISHMENTS, CHICAGO SMSA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, CHICAGO SMSA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, COOK COUNTY VS. CHICAGO SMSA

RETAIL SALES, CHICAGO SMSA VS. STATE OF ILLINOIS

TOP TWO MARKETS COMPARED

CHICAGO FOOD STORE SALES COMPARED WITH TOTAL SALES IN OTHER MAJOR AREAS

COMPARATIVE LIVING COSTS FOR AN URBAN FAMILY AT THE LOWER, INTERMEDIATE AND UPPER STANDARD FOR SELECTED URBAN CENTERS

CHICAGO AREA FAMILY BUDGETS COMPARED WITH OTHER MAJOR MARKETS

FOOD COST AS PART OF FAMILY BUDGET

FOOD PRODUCERS PRICE INDEXES

COMPARISON OF FOOD PRICE CHANGES BY PRODUCTS AND CITIES

CHICAGO PRICE TRENDS

CONSUMER PRICE INDEXES FOR ALL URBAN CONSUMERS

RETAIL GROCERY SALES BY DAY OF WEEK

MEANS OF TRANSPORTATION TO WORK

CHICAGO MAJOR REGIONAL SHOPPING CENTERS

STANDARD CONSOLIDATED STATISTICAL AREAS

(Showing SMSA components and distribution of population within, and outside of, central cities.)

	S.C.S.A.		S.M.S.A. COMPONENTS		CENTRAL CITY		
Rank	Name	Total Population	Name	Total Population	Name	Population	Outside Central City Population
1	New York - Newark - Jersey City, NY-NJ-CT	16,638,200	New York, NY - NJ	9,508,600	New York	7,423,000	9,215,200
			Nassau - Suffolk, NY	2,677,200			
			Newark, NJ	1,992,800			
			New Brunswick-Perth Amboy-Sayreville, NJ	592,600			
			Jersey City, NJ	572,700			
			Long Branch-Asbury Park, NJ	494,300			
			Paterson-Clifton-Passaic, NJ	469,600			
			Stamford, CT	202,600			
			Norwalk, CT	127,800			
2	Los Angeles - Long Beach - Anaheim, CA	10,465,800	Los Angeles - Long Beach, CA	6,997,400	Los Angeles	2,744,000	7,721,800
			Anaheim - Santa Ana - Garden Grove, CA	1,755,600			
			Riverside - San Bernardino - Ontario, CA	1,264,700			
			Oxnard - Simi Valley - Ventura, CA	448,100			
3	Chicago - Gary, IL - IN	7,636,900	Chicago, IL	6,993,100	Chicago	3,074,000	4,562,800
			Gary-Hammond-East Chicago, IN	643,800			
4	Philadelphia - Wilmington - Trenton, PA-DE-NJ-MD	5,639,000	Philadelphia, PA - NJ	4,803,000	Philadelphia	1,797,000	3,842,000
			Wilmington, DE-NJ-MD	517,900			
			Trenton, NJ	318,100			

5	Detroit - Ann Arbor, MI	4,654,200	Detroit, MI	4,405,900	Detroit	1,314,000	3,340,200
			Ann Arbor, MI	248,300			
6	San Francisco - Oakland -		San Francisco - Oakland, CA	3,157,900	San Francisco	663,000	3,984,800
	San Jose, CA	4,647,800	San Jose, CA	1,205,400			
			Vallejo - Fairfield - Napa, CA	284,500			
7	Boston - Lawrence - Lowell,		Boston, MA	2,861,800	Boston	618,000	2,907,000
	MA - NH	3,525,000	Lawrence - Haverhill,				
			MA - NH	269,400			
			Lowell, MA - NH	229,100			
			Brockton, MA	164,700			
8	Cleveland - Akron - Lorain,		Cleveland, OH	1,967,200	Cleveland	626,000	2,276,900
	OH	2,902,900	Akron, OH	669,600			
			Lorain - Elyria, OH	266,100			
9	Houston - Galveston, TX	2,611,300	Houston, TX	2,422,800	Houston	1,455,000	1,156,300
			Galveston, TX	188,500			
10	Miami-Fort Lauderdale, FL	2,296,400	Miami, FL	1,449,800	Miami	335,000	1,961,400
			Fort Lauderdale - Hollywood,				
			FL	846,600			
11	Seattle - Tacoma, WA	1,838,900	Seattle - Everett, WA	1,418,700	Seattle	491,000	1,347,900
			Tacoma, WA	420,200			
12	Cincinnati - Hamilton,		Cincinnati, OH-KY-IN	1,364,300	Cincinnati	410,000	1,201,000
	OH-KY-IN	1,611,000	Hamilton - Middletown, OH	246,700			
13	Milwaukee - Racine, WI	1,590,900	Milwaukee, WI	1,415,000	Milwaukee	661,000	929,900
			Racine, WI	175,900			

SOURCE: Statistical Abstract of the United States - 1978.

ESTIMATED SIZE AND INCOME OF THE 76 CHICAGO COMMUNITY AREAS

Showing population, number of households, and median household income, . . . with Community Areas ranked, in descending order, for each measure.

Community Number	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
1	19	58,100	9	26,922	42	$ 16,754
2	15	63,900	10	24,760	9	21,181
3	1	130,300	1	62,431	58	14,355
4	29	45,600	20	18,915	32	17,561
5	41	37,500	33	14,385	45	16,235
6	4	111,000	2	54,241	49	$ 15,525
7	13	65,400	7	31,435	68	12,320
8	11	73,800	4	36,932	50	15,436
9	56	12,700	65	4,619	7	21,254
10	39	40,200	30	15,063	6	21,463
11	49	26,500	47	10,071	20	$ 19,368
12	56	19,700	56	6,848	2	23,024
13	61	16,000	61	5,459	5	21,790
14	32	44,800	27	16,507	36	17,243
15	16	60,700	11	22,913	23	18,773
16	23	52,100	14	20,812	35	$ 17,290
17	36	42,400	32	14,551	19	19,485
18	68	11,200	67	4,102	21	19,079
19	22	54,800	13	20,907	31	17,596
20	58	18,800	55	7,023	40	16,908
21	43	33,900	37	13,016	51	$ 15,429
22	7	83,400	8	29,760	52	15,154
23	12	68,300	15	20,675	54	14,674
24	3	115,200	5	35,837	65	12,784
25	2	122,200	3	41,500	39	16,912
26	28	46,000	46	10,264	60	$ 13,849
27	26	49,500	44	11,413	73	10,448
28	8	76,800	18	19,472	71	10,858
29	5	90,400	24	17,519	64	13,212
30	18	59,100	21	18,904	56	14,443
31	33	44,500	40	12,560	55	$ 14,590
32	74	6,500	59	5,712	59	13,920
33	72	9,500	74	3,085	75	< 7,500
34	67	12,400	66	4,390	61	13,633
35	37	41,400	35	14,228	66	12,589
36	60	18,300	63	5,013	74	$ 7,717
37	73	7,000	75	1,611	67	12,395
38	9	76,600	12	21,194	72	10,554
39	48	26,600	45	10,758	63	13,218
40	34	43,900	36	13,484	70	11,476

ESTIMATED SIZE AND INCOME OF THE 76 CHICAGO COMMUNITY AREAS (Continued)

Community Number	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
41	46	33,300	34	14,255	38	$ 17,016
42	24	52,000	29	15,239	69	11,747
43	10	74,600	6	31,444	46	16,203
44	30	45,100	28	16,452	37	17,120
45	64	13,800	68	4,093	14	20,289
46	35	43,100	31	14,803	41	$ 16,827
47	76	3,000	76	1,075	34	17,329
48	57	19,200	58	5,974	10	20,947
49	17	59,900	19	18,953	24	18,595
50	71	10,300	71	3,526	30	17,669
51	59	18,500	60	5,552	25	$ 18,392
52	54	23,500	54	7,982	17	19,748
53	40	39,600	42	12,389	15	20,168
54	63	14,400	72	3,360	53	14,795
55	69	10,800	73	3,351	22	18,840
56	38	41,000	39	12,795	13	$ 20,380
57	70	10,400	69	3,850	28	18,088
58	44	33,800	41	12,488	43	16,681
59	62	14,900	62	5,027	33	17,414
60	45	33,400	43	11,498	47	15,654
61	19	58,100	22	18,314	48	$ 15,535
62	65	13,300	64	4,755	18	19,655
63	52	25,400	49	9,444	27	18,100
64	53	23,800	53	8,006	12	20,493
65	50	26,400	51	8,639	11	20,559
66	27	46,200	23	18,122	29	$ 17,884
67	19	58,100	26	16,685	44	16,300
68	6	83,500	16	20,545	62	13,235
69	25	51,800	25	17,264	57	14,432
70	31	45,000	38	12,979	3	22,749
71	13	65,400	17	19,960	26	$ 18,182
72	51	25,900	52	8,066	1	25,432
73	42	35,000	48	10,032	16	19,804
74	55	23,200	57	6,751	4	21,840
75	47	30,600	50	9,180	8	21,215
76	75	6,000	70	3,625	d.n.a.	

< less than
d.n.a. - data not available

SOURCES: Population - City of Chicago, Department of Planning, City and Community Development;
Households - Sun-Times Estimates;
Household Income - National Planning Data Corporation.

ESTIMATED SIZE AND INCOME OF THE 184 SUBURBAN PLACES WITH POPULATION OF 3,000 OR MORE (CHICAGO SMSA)

Showing population, number of households, and median family income . . . with towns ranked, in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Median Family Income Amount
Addison	37	31,300	33	9,539	93	$ 21,770
Algonquin	151	6,600	144	2,063	125	20,030
Alsip	60	21,800	76	5,374	79	22,410
Antioch	156	6,000	148	1,893	163	17,840
Arlington Heights	3	81,000	9	22,243	20	29,990
Aurora	1	92,300	1	28,611	162	$ 17,850
Barrington	115	12,000	127	3,071	40	25,860
Barrington Hills	180	3,700	182	1,039	2	42,250
Bartlett	142	7,500	142	2,273	82	22,350
Batavia	103	14,200	88	4,526	133	19,800
Bellwood	59	22,100	62	6,548	121	$ 20,400
Bensenville	77	17,600	70	5,885	94	21,710
Berkeley	153	6,500	152	1,830	81	22,400
Berwyn	16	50,000	11	20,279	144	18,720
Bloomingdale	89	15,800	103	3,972	67	23,390
Blue Island	54	24,000	39	8,519	155	$ 18,340
Bolingbrook	26	40,000	23	11,224	98	21,490
Bridgeview	79	17,200	101	4,012	141	19,090
Broadview	131	9,600	125	3,134	153	18,390
Brookfield	64	21,400	51	7,330	107	21,080
Buffalo Grove	42	29,500	60	6,621	47	$ 24,960
Burbank	37	31,300	40	8,291	112	20,740
Burnham	172	4,800	170	1,404	136	19,680
Calumet City	23	42,600	16	15,008	109	20,870
Calumet Park	123	10,700	121	3,292	139	19,490
Carol Stream	98	14,500	68	6,041	59	$ 24,110
Carpentersville	36	31,400	59	6,688	113	20,720
Cary	154	6,200	140	2,307	149	18,610
Chicago Heights	24	42,100	19	13,256	178	16,000
Chicago Ridge	84	16,300	79	5,064	104	21,180
Cicero	10	65,000	4	24,982	171	$ 17,260
Clarendon Hills	136	8,500	143	2,200	25	28,520
Country Club Hills	78	17,300	91	4,395	38	25,910
Countryside	135	8,700	131	2,719	118	20,520
Crest Hill	133	9,400	119	3,344	160	17,880
Crestwood	121	11,400	112	3,557	108	$ 20,930
Crete	159	5,900	150	1,871	90	21,880
Crystal Lake	57	23,000	67	6,045	85	22,190
Darien	85	16,000	105	3,815	37	26,010
Deerfield	65	21,000	72	5,527	13	31,780

ESTIMATED SIZE AND INCOME OF 184 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Median Family Income Amount
Des Plaines	9	66,500	13	18,779	72	$ 22,820
Dixmoor	165	5,300	160	1,616	175	16,400
Dolton	40	30,600	43	8,182	72	22,820
Downers Grove	14	52,300	20	13,247	54	24,360
East Chicago Hts.	149	6,800	172	1,360	183	13,450
East Dundee	182	3,600	150	1,108	122	$ 20,200
Elgin	6	71,600	6	23,393	154	18,350
Elk Grove Village	33	33,600	26	10,362	56	24,330
Elmhurst	13	53,500	14	15,703	65	23,530
Elmwood Park	51	26,000	35	9,464	116	20,560
Evanston	5	77,000	3	28,195	124	$ 20,100
Evergreen Park	49	26,700	50	7,471	86	22,160
Flossmoor	29	10,200	132	2,707	8	36,080
Forest Park	92	15,500	52	7,320	128	19,990
Fox Lake	144	7,100	137	2,440	170	17,320
Franklin Park	63	21,500	63	6,380	119	$ 20,510
Geneva	100	14,400	106	3,807	71	22,860
Glencoe	124	10,600	128	3,076	3	41,950
Glendale Heights	58	22,800	49	7,473	35	26,210
Glen Ellyn	43	29,200	42	8,193	26	28,270
Glenview	31	34,500	37	8,672	22	$ 29,860
Glenwood	98	14,500	116	3,396	43	25,560
Grayslake	141	7,800	156	1,684	75	22,570
Gurnee	119	11,800	115	3,460	88	22,000
Hanover Park	48	27,500	41	8,236	64	23,570
Harvard	160	5,800	149	1,889	159	$ 17,940
Harvey	28	36,700	25	10,962	177	16,110
Harwood Heights	132	9,500	118	3,363	104	21,180
Hazel Crest	85	16,000	87	4,540	50	24,600
Hickory Hills	81	16,700	93	4,327	100	21,290
Highland Park	30	34,900	27	10,226	15	$ 31,000
Highwood	166	5,200	155	1,710	174	16,600
Hillside	130	10,100	130	2,720	63	23,640
Hinsdale	70	19,700	73	5,419	23	29,710
Hoffman Estates	19	46,000	24	11,088	30	27,280
Hometown	149	6,800	146	1,938	152	$ 18,400
Homewood	52	25,000	54	7,183	38	25,910
Itasca	120	11,600	124	3,144	76	22,510
Joliet	2	85,000	2	28,295	169	17,530
Justice	112	12,500	104	3,968	144	18,720
Kenilworth	184	3,000	184	891	1	$ 42,950
La Grange	73	19,000	75	5,386	22	26,600
La Grange Park	91	15,700	80	5,063	58	24,200
Lake Bluff	146	7,000	167	1,519	19	30,110
Lake Forest	69	20,000	78	5,085	10	34,040

ESTIMATED SIZE AND INCOME OF 184 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Median Family Income Amount
Lake-in-the-Hills	156	6,000	161	1,587	129	$ 19,850
Lake Zurich	124	10,600	133	2,698	87	22,020
Lansing	34	33,300	28	10,071	74	22,650
Lemont	138	8,300	135	2,554	150	18,600
Libertyville	71	19,400	74	5,402	36	26,110
Lincolnshire	175	4,500	179	1,122	6	$ 39,250
Lincolnwood	106	13,000	100	4,021	11	32,360
Lindenhurst	166	5,200	162	1,580	66	23,410
Lisle	95	15,000	86	4,639	52	24,440
Lockport	105	13,200	119	3,344	135	19,700
Lombard	20	45,000	22	12,085	59	$ 24,110
Lyons	112	12,500	102	3,986	138	19,620
Marengo	168	5,000	158	1,634	156	18,210
Markham	60	21,800	81	5,058	146	18,700
Matteson	128	10,500	126	3,127	49	24,770
Maywood	44	29,000	38	8,555	173	$ 16,650
McHenry	106	13,000	96	4,114	140	19,171
Melrose Park	56	23,100	47	7,678	143	18,760
Midlothian	80	17,000	85	4,907	115	20,600
Montgomery	172	4,800	181	1,058	114	20,650
Morton Grove	50	26,300	45	8,102	29	$ 27,370
Mount Prospect	15	52,000	15	15,024	28	27,490
Mundelein	65	21,000	77	5,346	61	24,060
Naperville	22	43,200	21	13,185	21	29,890
New Lenox	156	6,000	165	1,557	123	20,130
Niles	29	36,400	30	9,934	70	$ 23,020
Norridge	73	19,000	83	4,960	62	24,040
North Aurora	140	8,000	154	1,752	147	18,640
Northbrook	27	38,100	29	10,000	9	35,120
North Chicago	16	50,000	58	6,847	181	13,940
Northfield	137	8,400	136	2,456	12	$ 32,100
Northlake	101	14,300	95	4,118	120	20,460
North Riverside	138	8,300	129	2,914	83	22,280
Oak Brook	147	6,900	157	1,680	5	39,820
Oak Forest	44	29,000	56	7,044	101	21,280
Oak Lawn	8	67,800	10	21,061	51	24,540
Oak Park	11	61,100	7	23,223	131	19,830
Olympia Fields	163	5,500	177	1,195	4	41,120
Orland Park	81	16,700	61	6,592	27	27,780
Palatine	21	44,200	34	9,517	34	26,350
Palos Heights	97	14,600	117	3,390	18	$ 30,420
Palos Hills	76	18,000	84	4,910	78	22,490
Palos Park	178	4,200	176	1,203	16	30,970
Park City	183	3,500	178	1,143	180	15,120
Park Forest	32	34,000	36	9,156	54	24,360

ESTIMATED SIZE AND INCOME OF 184 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Median Family Income Amount
Park Ridge	18	47,000	18	13,701	33	$ 26,540
Phoenix	180	3,700	183	971	179	15,420
Plainfield	178	4,200	173	1,350	125	20,030
Posen	144	7,100	163	1,579	131	19,830
Prospect Hts.	85	16,000	112	3,557	d.n.a.	
Richton Park	115	12,000	107	3,802	68	$ 23,250
Riverdale	85	16,000	71	5,634	133	19,800
River Forest	104	13,400	99	4,045	14	31,070
River Grove	112	12,500	94	4,289	109	20,870
Riverside	124	10,600	111	3,561	42	25,570
Robbins	122	11,100	139	2,315	182	$ 13,630
Rolling Meadows	52	25,000	57	6,944	79	22,410
Romeoville	75	18,600	97	4,088	101	21,280
Roselle	81	16,700	82	4,985	31	27,120
Rosemont	171	4,900	147	1,922	167	17,680
Round Lake Beach	115	12,000	134	2,690	165	$ 17,750
Round Lake Park	162	5,600	164	1,568	172	16,720
St. Charles	68	20,800	65	6,208	69	23,120
Sauk Village	94	15,200	123	3,207	97	21,580
Schaumburg	12	54,500	12	20,028	53	24,380
Schiller Park	108	12,900	89	4,431	137	$ 19,650
Skokie	7	68,100	8	22,550	44	25,400
South Chicago Hts.	160	5,800	151	1,847	160	17,880
South Elgin	163	5,500	166	1,532	164	17,810
South Holland	39	30,800	53	7,300	46	25,110
Steger	124	10,600	122	3,290	158	$ 17,980
Stickney	147	6,900	141	2,275	125	20,030
Stone Park	177	4,300	175	1,283	157	17,990
Streamwood	41	29,800	64	6,224	92	21,790
Summit	115	12,000	108	3,788	176	16,120
Thornton	168	5,000	174	1,337	130	$ 19,840
Tinley Park	44	29,000	44	8,126	142	18,780
Villa Park	47	28,700	48	7,532	89	21,900
Warrenville	134	8,700	138	2,437	96	21,640
Wauconda	143	7,400	145	2,061	95	21,700
Waukegan	4	80,900	5	24,312	148	$ 18,630
Westchester	65	21,000	66	6,131	84	22,220
West Chicago	89	15,800	92	4,365	91	21,810
West Dundee	174	4,600	169	1,479	117	20,540
Western Springs	96	14,800	109	3,670	17	30,595
Westmont	93	15,300	55	7,099	99	$ 21,440
Wheaton	25	42,000	17	14,707	48	24,800
Wheeling	55	23,300	31	9,709	56	24,330
Willow Springs	175	4,500	171	1,402	103	21,240
Wilmette	35	33,000	32	9,680	24	29,140

ESTIMATED SIZE AND INCOME OF 184 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Median Family Income Amount
Wilmington	168	5,000	159	1,618	168	$ 17,590
Winfield	154	6,200	168	1,480	45	25,350
Winnetka	101	14,300	90	4,427	7	38,450
Winthrop Harbor	151	6,600	153	1,761	106	21,090
Wood Dale	109	12,700	114	3,535	76	22,510
Woodridge	62	21,600	46	7,894	41	$ 25,730
Woodstock	110	12,600	110	3,577	150	18,600
Worth	110	12,600	98	4,066	111	20,820
Zion	72	19,100	69	5,922	166	17,700

d.n.a. - data not available

SOURCES: Population - Northeastern Illinois Planning Commission;
Households - Sun-Times Estimates;
Median Family Income - Pierre de Vise, College of Urban Sciences, University of Illinois - Chicago Circle.

ECONOMIC INDICATORS

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

Year	Marriages	Recorded Births	Deaths	New Car Sales*
1960	51,809	152,525	61,139	323,199
1961	52,129	152,394	60,868	276,988
1962	51,144	149,164	61,951	334,930
1963	54,825	146,007	63,612	358,171
1964	57,365	144,437	63,252	361,023
1965	58,627	136,180	64,509	448,056
1966	60,179	132,199	66,334	421,389
1967	61,593	128,616	65,557	395,695
1968	66,050	125,983	67,766	431,611
1969	68,756	127,555	65,960	437,222
1970	67,965	133,701	66,531	383,000
1971	68,079	126,530	65,063	471,204
1972	68,823	114,237	66,446	500,197
1973	70,198	108,174	66,285	532,236
1974	67,099	107,281	63,433	456,111
1975	65,056	107,290	60,795	385,403
1976	63,975	108,258	61,681	473,067
1977	63,110	112,105	60,804	514,913
1978	62,936	110,505	60,216	482,053

(*) Chicago-Gary SCSA

RESIDENTIAL BUILDING PERMITS

	Number of Units			
Year	Single Family Homes	Apartments	Public Housing	Total
1960	26,113	12,388	5,372	43,873
1961	24,415	16,366	4,183	44,964
1962	22,037	19,748	1,017	42,802
1963	19,737	18,314	1,463	39,514
1964	18,866	17,520	1,100	37,486
1965	21,172	19,201	204	40,577
1966	18,395	19,042	1,117	38,554
1967	21,879	25,398	939	48,216
1968	23,679	33,020	1,505	58,204
1969	18,396	30,425	2,610	51,431
1970	14,470	23,386	346	38,202
1971	25,788	36,981	192	62,961
1972	24,163	33,320	-	57,483
1973	19,564	23,391	-	42,955
1974	11,617	10,738	-	22,355
1975	14,938	8,626	-	23,564
1976	24,631	12,576	-	37,207
1977	32,787	17,154	-	49,941
1978	29,073	16,993	-	46,066

SOURCES: Marriages, Births and Deaths . . . Dept. of Public Health, State of Illinois;
New Car Sales . . . Chicago Assn. of Commerce & Industry;
Building Permits . . . Bell Savings & Loan Assn.

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

(Normals, Means and Extremes)

Months	TEMPERATURE				Daily Avg. Temp.	% Sun-Shine
	Highs		Lows			
	Avg.	Rec.	Avg.	Rec.		
January	31.5	67	17.0	-28	24.3	44
February	34.6	74	20.2	-21	27.4	47
March	44.6	83	29.0	-12	36.8	51
April	59.3	91	40.4	16	49.9	54
May	70.3	96	49.7	27	60.0	61
June	80.6	104	60.3	35	70.5	67
July	84.4	105	65.0	46	74.7	70
August	83.3	102	64.1	43	73.7	68
September	75.8	101	56.0	29	65.9	63
October	65.1	94	45.6	14	55.4	61
November	48.1	81	32.6	- 2	40.4	41
December	35.3	68	21.6	-23	28.5	38
Total Year	59.4	105	41.8	-28	50.6	57

T - Trace (Less than 0.01 inch)

SOURCES: United States Department of Commerce: Local Climatological Data;
Murray & Trettal Meteorologists.

METEOROLOGICAL DATA FOR A TYPICAL
CHICAGO YEAR

(Normals, Means and Extremes)

PRECIPITATION		WEATHER CONDITIONS					
Water Equivalent (In.)	Snowfall (In.)	Clear Days	Partly Cloudy Days	Cloudy Days	Precipitation Days	90° Days	Below 0 Days
1.85	10.5	7	6	18	11	0	6
1.59	8.6	7	5	16	10	0	2
2.73	7.4	5	9	17	13	0	0
3.75	1.4	6	9	15	13	0	0
3.41	T	8	9	14	12	1	0
3.95	0.0	8	10	12	10	5	0
4.09	0.0	10	12	9	9	8	0
3.14	0.0	10	12	9	8	5	0
3.00	0.0	10	10	10	9	2	0
2.62	0.3	11	8	12	8	0	0
2.20	3.0	6	7	17	10	0	0
2.11	11.4	6	6	19	11	0	1
34.44	42.6	94	103	168	124	21	9

STANDARD METROPOLITAN STATISTICAL AREAS WITH POPULATIONS OF 1,000,000 OR MORE

(Showing distribution of population within, and outside of, central cities.)

Rank	S.M.S.A. Name	S.M.S.A. Total Population	Central City Name	Central City Population	Outside Central City Population
1	New York, NY - NJ	9,508,600	New York	7,423,000	2,085,600
2	Los Angeles - Long Beach, CA	6,997,400	Total	3,082,000	3,915,400
			Los Angeles	(2,744,000)	
			Long Beach	(338,000)	
3	Chicago, IL	6,993,100	Chicago	3,074,000	3,919,100
4	Philadelphia, PA - NJ	4,803,000	Philadelphia	1,797,000	3,006,000
5	Detroit, MI	4,405,900	Detroit	1,314,000	3,091,900
6	San Francisco - Oakland, CA	3,157,900	Total	995,000	2,162,900
			San Francisco	(663,000)	
			Oakland	(332,000)	
7	Washington, D.C. - MD - VA	3,037,400	Washington, D.C.	700,000	2,337,400
8	Boston, MA	2,861,800	Boston	618,000	2,243,800
9	Nassau - Suffolk, NY	2,677,200	Valley Stream	39,000*	2,638,200
10	Dallas - Fort Worth, TX	2,610,800	Total	1,217,000	1,393,800
			Dallas	(849,000)	
			Fort Worth	(368,000)	
11	Houston, TX	2,422,800	Houston	1,455,000	967,800
12	St. Louis, MO - IL	2,383,500	St. Louis	519,000	1,864,500
13	Pittsburgh, PA	2,303,500	Pittsburgh	449,000	1,854,500
14	Baltimore, MD	2,144,500	Baltimore	827,000	1,317,500
15	Minneapolis - St. Paul, MN - WI	2,048,200	Total	644,000	1,404,200
			Minneapolis	(372,000)	
			St. Paul	(272,000)	
16	Newark, NJ	1,992,800	Newark	331,000	1,661,800

17	Cleveland, OH	1,967,200	Cleveland	626,000	1,341,200
18	Atlanta, GA	1,804,800	Atlanta	426,000	1,378,800
19	Anaheim - Santa Ana - Garden Grove, CA	1,755,600	Total	498,000	1,257,600
			Anaheim	(199,000)	
			Santa Ana	(181,000)	
			Garden Grove	(118,000)	
20	San Diego, CA	1,624,200	San Diego	789,000	835,200
21	Miami, FL	1,449,800	Miami	355,000	1,094,800
22	Denver - Boulder, CO	1,438,400	Total	570,000	868,400
			Denver	(480,000)	
			Boulder	(90,000)*	
23	Seattle - Everett, WA	1,418,700	Total	545,000	873,700
			Seattle	(491,000)	
			Everett	(54,000)*	
24	Milwaukee, WI	1,415,000	Milwaukee	661,000	754,000
25	Tampa - St. Petersburg, FL	1,366,700	Total	509,000	857,700
			Tampa	(271,000)	
			St. Petersburg	(238,000)	
26	Cincinnati, OH-KY-IN	1,364,300	Cincinnati	410,000	954,300
27	Buffalo, NY	1,328,000	Buffalo	400,000	928,000
28	Kansas City, MO - KS	1,281,300	Kansas City	458,000	823,300
29	Riverside - San Bernardino - Ontario, CA	1,264,700	Total	323,000	941,700
			Riverside	(152,000)	
			San Bernardino	(103,000)	
			Ontario	(68,000)	
30	Phoenix, AZ	1,224,100	Phoenix	680,000	544,100
31	San Jose, CA	1,205,400	San Jose	574,000	631,400
32	Indianapolis, IN	1,140,800	Indianapolis	709,000	431,800
33	New Orleans, LA	1,136,800	New Orleans	581,000	555,800
34	Portland, OR - WA	1,096,400	Portland	380,000	716,400
35	Columbus, OH	1,072,000	Columbus	533,000	539,000

* Sales Management - 1979 Survey of Buying Power Estimates.

SOURCE: Statistical Abstract of the United States - 1978;
Sales Management - 1979 Survey of Buying Power Estimates.

RETAIL SALES -- YEAR 1978

COOK COUNTY COMPARED WITH CHICAGO SMSA TOTAL

Business Classification	Sales ($000's) Cook County	Balance of SMSA	Total SMSA
Total Retail Sales	$22,100,118	$8,292,747	$30,392,865
% of Total SMSA	72.7%	27.3%	100.0%
Food Stores	$ 3,992,320	$1,385,802	$ 5,378,122
% of Total SMSA	74.2%	25.8%	100.0%
General Merchandise Stores	$ 2,561,094	$1,353,390	$ 3,914,484
% of Total SMSA	65.4%	34.6%	100.0%
Furniture, Household, Appliance Stores	$ 1,103,393	$ 400,128	$ 1,503,521
% of Total SMSA	73.4%	26.6%	100.0%
Eating & Drinking Places	$ 2,165,082	$ 697,699	$ 2,862,781
% of Total SMSA	75.6%	24.4%	100.0%
Drug Stores	$ 806,168	$ 268,391	$ 1,074,559
% of Total SMSA	75.0%	25.0%	100.0%
Automotive	$ 3,665,083	$2,111,073	$ 5,776,156
% of Total SMSA	63.5%	36.5%	100.0%

Source: Sales Management - 1979 Survey of Buying Power Estimates.

RETAIL SALES -- YEAR 1978

CHICAGO SMSA COMPARED WITH ILLINOIS TOTAL

Business Classification	Sales ($000's) Chicago SMSA	Balance of State	Total Illinois
Total Retail Sales	$30,392,865	$15,255,507	$45,648,372
% of Total State	66.6%	33.4%	100.0%
Food Stores	$ 5,378,122	$ 3,102,509	$ 8,480,631
% of Total State	63.4%	36.6%	100.0%
General Merchandise Stores	$ 3,914,484	$ 1,877,162	$ 5,791,646
% of Total State	67.6%	32.4%	100.0%
Furniture, Household, Appliance Stores	$ 1,503,521	$ 669,082	$ 2,172,603
% of Total State	69.2%	30.8%	100.0%
Eating & Drinking Places	$ 2,862,781	$ 1,403,628	$ 4,266,409
% of Total State	67.1%	32.9%	100.0%
Drug Stores	$ 1,074,559	$ 457,529	$ 1,532,088
% of Total State	70.1%	29.9%	100.0%
Automotive	$ 5,776,156	$ 3,728,385	$ 9,504,541
% of Total State	60.8%	39.2%	100.0%

SOURCE: Sales Management - 1979 Survey of Buying Power Estimates.

Again in 1978, among the Nation's

TOP TWO MARKETS

Chicago Rates First in . . . .

. . . Income per household

. . . Total Retail Sales per household

. . . Food Store Sales per household

. . . General Merchandise Store Sales per household

. . . Drug Store Sales per household

. . . Building Material/Hardware Store Sales per household

. . . Furniture/Home Furnishings/Appliance Store Sales per household

. . . Automotive Dealer Sales per household

. . . Gasoline Service Station Sales per household

. . . Apparel & Accessories Store Sales per household

	Standard Metropolitan Statistical Area	
	New York	Chicago
Population	9,386,700	7,016,500
Households	3,638,600	2,422,900
Effective Buying Income		
Total (000)	$69,461,039	$54,252,265
Per Household	$ 19,090	$ 22,391
Retail Sales		
Total Retail Sales (000)	$28,586,090	$30,392,865
Per Household	$ 7,856	$ 12,544
Food Stores (000)	$ 7,111,335	$ 5,378,122
Per Household	$ 1,954	$ 2,220
General Merchandise Stores (000)	$ 3,796,811	$ 3,914,484
Per Household	$ 1,043	$ 1,616
Drug Stores (000)	$ 859,219	$ 1,074,559
Per Household	$ 236	$ 444
Building Material/Hardware Stores (000)	$ 700,053	$ 1,080,680
Per Household	$ 192	$ 446
Furniture/Home Furnishings/ Appliance Stores (000)	$ 1,555,229	$ 1,503,521
Per Household	$ 427	$ 621
Automotive Dealer Sales (000)	$ 3,376,033	$ 5,776,156
Per Household	$ 928	$ 2,384
Gasoline Service Station Sales (000)	$ 1,276,642	$ 2,132,321
Per Household	$ 351	$ 880
Apparel & Accessories Store Sales (000)	$ 2,300,762	$ 1,872,664
Per Household	$ 632	$ 773

SOURCE: Sales Management - 1979 Survey of Buying Power Estimates.

$5,378,122,000 SPENT IN FOOD STORES

in the Chicago Standard Metropolitan Statistical Area

means that

MORE DOLLARS ARE SPENT IN

FOOD STORES ALONE

in the CHICAGO SMSA

than are spent

in ALL RETAIL STORES

in the SMSA's of

	Total Retail Sales*
San Jose	$5,276,552,000
Cincinnati	$5,256,402,000
Riverside-San Bernardino-Ontario	$5,250,259,000
Indianapolis	$5,108,772,000
Columbus, OH	$4,524,460,000
Fort Lauderdale-Hollywood	$4,490,181,000
New Orleans	$4,357,145,000
Buffalo	$4,219,711,000
Portland, OR	$4,199,573,000
Hartford-New Britain-Bristol	$3,922,128,000

--- and in all but 27 of the 300 Metropolitan County areas for which Sales Management estimated sales for 1977.

* "Total Retail Sales" includes money spent for new and used automobiles - - - for gasoline - - - for lumber and building supplies, and for everything else you might think of.

SOURCE: Sales Management - 1979 Survey of Buying Power Estimates.

NUMBER OF RETAIL ESTABLISHMENTS BY DESIGNATED CLASSIFICATION
FOR CHICAGO SMSA COMMUNITIES - 1977

(25,000 or more population)

LOCATION	Number of Establishments	General Merchandise	Food	Apparel	Furniture & Radio	Automotive & Filling Stations
CHICAGO	20,255	466	2,809	1,929	1,197	1,849
Arlington Heights	346	6	24	23	35	54
Aurora	706	16	65	96	70	119
Berwyn	386	11	40	26	23	55
Burbank	118	1	13	6	10	22
Calumet City	332	7	24	37	19	41
Chicago Heights	291	7	32	13	18	60
Cicero	463	17	63	21	21	57
Des Plaines	414	7	36	34	21	78
Dolton	141	4	15	12	10	16
Downers Grove	264	9	22	26	30	35
Elgin	446	11	31	32	39	89
Elmhurst	300	7	24	23	19	46
Elmwood Park	132	6	22	14	7	15
Evanston	579	13	49	53	62	63
Evergreen Park	248	5	22	68	15	28

Harvey	205	3	21	10	7	49
Highland Park	310	9	21	39	31	43
Joliet	691	19	70	42	52	118
Lansing	182	3	16	13	21	35
Lombard	347	9	24	53	42	48
Maywood	108	1	16	2	5	26
Morton Grove	210	5	17	15	24	35
Mount Prospect	333	11	34	42	40	36
Niles	315	9	32	50	23	30
Northbrook	307	3	19	70	31	24
North Chicago	99	0	6	2	2	17
Oak Lawn	351	15	34	28	35	66
Oak Park	403	12	44	45	40	47
Palatine	191	8	15	16	17	27
Park Forest	103	3	8	11	11	4
Park Ridge	234	6	22	34	14	33
Skokie	653	22	54	111	62	66
Villa Park	234	7	21	16	27	30
Waukegan	594	15	45	85	52	87
Wheaton	239	6	24	31	20	33
Wilmette	256	5	23	27	34	31

SOURCES: U.S. Census of Population - 1970;
U.S. Census of Retail Trade - 1977.

ESTIMATED GROSS RETAIL SALES BY DESIGNATED CLASSIFICATION FOR CHICAGO SMSA COMMUNITIES - 1978

(25,000 or more population)

LOCATION	Total Sales (000)	General Merchandise (000)	Food (000)	Apparel (000)	Furniture & Radio (000)	Automotive & Filling Stations (000)
CHICAGO	$10,976,748	$1,339,195	$1,986,171*	$643,394	$411,029	$1,790,598
Arlington Heights	313,345	24,583	53,273	5,160	18,641	97,985
Aurora	502,265	88,249	72,029	36,051	21,661	118,522
Berwyn	163,320	16,691	19,781	7,929	6,832	48,411
Burbank	84,864	2,695	12,723	1,324	15,949	8,508
Calumet City	288,294	108,088	35,060	37,020	11,486	28,952
Chicago Heights	220,476	20,205	27,569	3,067	4,558	79,089
Cicero	209,503	8,268	34,584	4,575	3,637	58,460
Des Plaines	513,538	33,600	69,818	8,547	4,127	160,308
Dolton	98,977	14,393	39,967	3,442	3,067	6,524
Downers Grove	302,559	29,161	59,623	13,542	17,420	74,203
Elgin	372,364	51,303	58,078	10,014	12,621	82,471
Elmhurst	397,252	11,233	46,608	7,613	6,422	176,456
Elmwood Park	63,397	7,600	6,386	4,626	1,093	19,671
Evanston	270,026	18,033	52,279	12,923	12,982	71,885
Evergreen Park	185,498	45,209	15,765	53,910	8,139	12,699

Harvey	151,837	5,590	11,762	2,173	1,727	70,240
Highland Park	193,458	12,234	36,332	12,489	8,155	65,244
Joliet	482,597	63,397	82,086	22,585	17,888	133,006
Lansing	110,724	14,288	13,759	2,454	4,702	27,627
Lombard	317,970	73,918	25,554	33,886	25,070	67,227
Maywood	60,376	1,105	15,062	392	325	21,002
Morton Grove	139,744	12,243	23,590	14,791	10,524	22,322
Mount Prospect	270,646	63,606	39,066	29,524	15,418	32,367
Niles	348,611	58,346	50,935	22,970	17,644	66,595
Northbrook	238,024	36,047	35,041	35,271	14,932	43,122
North Chicago	47,050	1,241	4,675	305	34	4,168
Oak Lawn	356,737	32,865	67,377	9,946	13,238	133,652
Oak Park	199,120	16,767	41,727	16,388	13,521	51,796
Palatine	176,657	12,951	45,406	4,007	4,274	23,039
Park Forest	81,417	33,396	25,707	3,164	1,750	1,819
Park Ridge	188,696	3,114	45,999	5,841	3,074	94,446
Skokie	533,589	111,304*	76,429*	60,595	21,354	78,815
Villa Park	153,240	7,762	28,336	2,789	5,957	60,231
Waukegan	416,586	62,856	66,168	22,316	21,794	109,800
Wheaton	114,874	3,248	26,491	6,375	6,684	38,727
Wilmette	117,278	20,789	24,664	5,168	7,454	22,679

* Sales Management - 1979 Survey of Buying Power Estimates.

SOURCES: U.S. Census of Population - 1970;
State of Illinois Dept. of Revenue;
Sales Management - 1979 Survey of Buying Power Estimates.

COMPARATIVE LIVING COSTS FOR AN URBAN FAMILY OF FOUR AT THE LOWER, INTERMEDIATE AND UPPER STANDARD FOR SELECTED URBAN CENTERS

Rank	"Lower" Urban Center	Total Budget	Rank	"Intermediate" Urban Center	Total Budget	Rank	"Upper" Urban Center	Total Budget
1	Anchorage, AK	$19,030	1	Anchorage, AK	$26,329	1	Anchorage, AK	$38,406
2	Honolulu, HI	14,870	2	Honolulu, HI	23,099	2	Honolulu, HI	35,602
3	San Francisco-Oakland, CA	12,710	3	Boston, MA	22,117	3	New York-Northeastern NJ, NY - NJ	34,252
4	Seattle-Everett, WA	12,506	4	New York-Northeastern NJ, NY - NJ	21,587	4	Boston, MA	33,596
5	Boston, MA	12,501	5	Milwaukee, WI	20,025	5	Washington, D.C., MD-VA	29,584
6	Washington, D.C., MD-VA	$12,398	6	Washington, D.C., MD-VA	$20,015	6	Milwaukee, WI	$29,476
7	Los Angeles-Long Beach, CA	12,193	7	Buffalo, NY	19,517	7	San Francisco-Oakland, CA	28,719
8	Champaign-Urbana, IL	12,117	8	San Francisco-Oakland, CA	19,427	8	Buffalo, NY	28,699
9	New York-Northeastern NJ, NY - NJ	12,063	9	Philadelphia, PA - NJ	19,416	9	Minneapolis-St. Paul, MN	28,629
10	Hartford, CT	11,996	10	Hartford, CT	19,392	10	Philadelphia, PA-NJ	28,291
11	Philadelphia, PA - NJ	$11,903	11	Minneapolis-St. Paul, MN	$19,389	11	Detroit, MI	$28,172
12	Portland, ME	11,902	12	Portland, ME	19,186	12	Champaign-Urbana, IL	27,874
13	Baltimore, MD	11,899	13	Detroit, MI	19,185	13	Green Bay, WI	27,772
14	CHICAGO, IL - NORTHWESTERN, IN IL - IN	11,829	14	Champaign-Urbana, IL	19,076	14	Baltimore, MD	27,492
15	Milwaukee, WI	11,733	15	Cleveland, OH	18,987	15	Cleveland, OH	27,261
16	San Diego, CA	$11,661	16	CHICAGO, IL - NORTHWESTERN, IN IL - IN	$18,794	16	Hartford, CT	$27,231
17	Detroit, MI	11,596	17	Baltimore, MD	18,699	17	Portland, ME	27,193

WHAT HAPPENS TO THE CITY FAMILY'S DOLLAR

Comparing annual cost of three family budget levels
in three major markets and urban U.S. averages.

-- AUTUMN, 1978 --

	Chicago-Northwestern IN	New York-Northeastern NJ	Los Angeles-Long Beach	Urban United States
LOWER BUDGET				
Total Budget	$11,829	$12,063	$12,193	$11,546
Food	3,709	3,884	3,550	3,574
Housing	2,265	2,282	2,610	2,233
Transportation	850	730	898	856
Clothing and Personal Care	1,108	1,095	1,111	1,148
Medical Care	1,139	1,122	1,337	1,065
Other Family Consumption	557	569	492	515
Personal Income Taxes	978	1,113	823	935
Other Allowances*	1,223	1,268	1,372	1,220
INTERMEDIATE BUDGET				
Total Budget	$18,794	$21,587	$17,722	$18,622
Food	4,683	5,159	4,453	4,609
Housing	4,292	5,307	3,752	4,182
Transportation	1,627	1,456	1,616	1,572
Clothing and Personal Care	1,560	1,553	1,515	1,612
Medical Care	1,140	1,124	1,339	1,070
Other Family Consumption	1,006	1,053	895	956
Personal Income Taxes	2,594	3,968	2,172	2,738
Other Allowances*	1,892	1,967	1,980	1,883
HIGHER BUDGET				
Total Budget	$27,169	$34,252	$26,525	$27,420
Food	5,958	6,520	5,832	5,806
Housing	6,295	8,190	5,887	6,345
Transportation	2,294	2,179	2,129	2,043
Clothing and Personal Care	2,244	2,291	2,165	2,338
Medical Care	1,182	1,174	1,401	1,116
Other Family Consumption	1,652	1,740	1,499	1,578
Personal Income Taxes	5,088	9,550	5,077	5,739
Other Allowances*	2,456	2,608	2,535	2,455

Family consists of employed husband, a wife not employed outside the home, an 8 year old girl, and a 13 years old boy.

* Allowances for gifts and contributions, life insurance, occupational expenses, and social security, disability and unemployment compensation taxes.

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

FOOD TAKES LESS OF THE FAMILY'S BUDGET

THE U.S. DEPARTMENT OF LABOR COUNTED FOOD AT ONE-THIRD OF THE CITY WORKER'S COST OF LIVING IN 1950. BY 1977, THE DEPARTMENT PUT THE PORTION REQUIRED FOR FOOD AT 18.8%, AND THIS, IN SPITE OF CHANGES AND REFINEMENTS IN THE PROCESSING AND PACKING OF MANY ITEMS.

Here's the record of the relative importance of major groups used by the Department of Labor in measuring cost of living . . . at the dates of major weight revisions:

Relative Importance of Major Groups of the Consumer Price Index for all Urban Consumers, U.S. City Average, at Dates of Major Weight Revisions:

Group	1935-39	December 1952	December 1963	December 1977
All items	100.0	a-100.0	100.0	100.0
Food and Beverages	35.4	29.6	22.4	b- 18.8
Housing	c- 33.7	a- 32.5	33.2	43.9
Apparel and Upkeep	d- 11.0	9.2	e- 10.6	5.8
Transportation	8.2	11.3	13.9	18.0
Medical Care	4.0	5.1	5.7	5.0
Entertainment	-	-	-	4.1
Other Goods and Services	2.4	5.0	5.1	4.4

a. Including home purchase, previously excluded from index coverage.
b. Including beverages, previously excluded from index coverage.
c. Including radios, transferred to reading and recreation as of January, 1950.
d. Including laundry and dry cleaning, transferred to housing as of December, 1952.
e. Including dry cleaning and one-half the weight of laundry service included in housing in December, 1952.

Note: The Bureau of Labor Statistics reported, however, that the relative importance of the "Food" group, as of December, 1978 was 18.16% . . . comprised of the following:

Food and Beverages			19.24%
Food			18.16%
Food at home		12.62%	
Cereals & bakery products	1.54%		
Meats, poultry, fish & eggs	4.36%		
Dairy products	1.68%		
Fruits & vegetables	1.76%		
Fats & oils	.37%		
Sugar & sweets	.44%		
Non-alcoholic beverages	1.42%		
Other prepared foods	1.05%		
Food away from home		5.55%	
Alcoholic Beverages			1.08%

Note: Individual percentages may not equal total due to standard rounding procedure.

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

WHAT HAPPENED TO PRICES IN CHICAGO

IN THE LAST 10 YEARS? . . . LAST 5 YEARS? . . . LAST YEAR?

Product or Service Group	Consumer Price Indexes For All Urban Consumers September of Each Year 1969	1974	1978	1979	Percent Increase In Past 10 Yrs.	5 Yrs.	Year
All Items	112.0	149.3	193.8	221.3	97.6%	48.2%	14.2%
* Food	112.8	163.3	218.2	238.2	111.2%	45.9%	9.2%
Housing	111.0	146.3	192.2	227.8	105.2%	55.7%	18.5%
Apparel and Upkeep	113.2	136.4	147.7	151.8	34.1%	11.3%	2.8%
** Transportation	110.9	147.5	190.6	222.6	100.7%	50.9%	16.8%
Medical Care	114.5	154.3	222.7	245.3	114.2%	59.0%	10.1%
*** Food Breakdown**							
Food at home	112.9	164.4	218.2	235.2	108.3%	43.1%	7.8%
Cereals & Bakery Prod.	104.8	175.9	206.7	228.1	117.7%	29.7%	10.4%
Meats, Poultry, Fish	118.5	164.9	223.3	233.3	96.9%	41.5%	4.5%
Dairy Products	109.9	145.3	188.8	208.2	89.4%	43.3%	10.3%
Fruits and Vegetables	112.2	159.2	224.0	230.3	105.3%	44.7%	2.8%
Other Foods at home	111.0	175.3	258.6	282.1	154.1%	60.9%	9.1%
Foods away from home	112.9	159.1	220.5	247.4	119.1%	55.5%	12.2%
**** Transportation Breakdown**							
Private Transportation	106.6	145.1	190.6	224.8	110.9%	54.9%	17.9%
Public Transportation	137.9	163.2	187.6	195.9	42.1%	20.0%	4.4%

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

CONSUMER PRICE INDEXES FOR ALL URBAN CONSUMERS

FOR "FOOD AT HOME" AND FOR "ALL ITEMS"

--CHICAGO* AND U.S. CITY AVERAGE, COMPARED--

Selected Months, and Yearly Averages,
1960-1965-1970-1975-1977-1978-1979

(1967 = 100.0)

	March	June	Sept.	Dec.	Year Average
FOOD AT HOME					
Chicago					
1960	87.0	90.1	89.5	90.4	89.0
1965	92.7	96.3	95.5	96.9	94.7
1970	114.7	115.1	114.2	113.3	114.4
1975	173.4	172.6	176.6	181.4	175.9
1977	185.0	188.9	194.3	195.7	189.4
1978	207.0	213.7	218.2	220.8	212.6
1979	232.4	236.5	235.2		
U.S. City Average					
1960	87.9	90.2	89.9	91.0	89.6
1965	93.5	96.9	96.2	97.0	95.5
1970	113.4	114.0	114.2	113.4	113.7
1975	171.4	174.9	178.2	180.9	175.8
1977	186.9	191.9	192.2	193.7	190.2
1978	204.2	213.9	214.1	217.9	210.2
1979	229.9	234.2	234.7		
ALL ITEMS					
Chicago					
1960	90.2	90.8	91.0	91.2	90.7
1965	93.9	95.0	95.1	95.8	94.7
1970	114.3	115.8	117.8	119.2	116.3
1975	155.6	156.5	159.6	161.3	157.6
1977	172.4	175.1	178.5	180.0	175.6
1978	186.3	190.4	193.8	198.6	190.7
1979	206.6	213.5	221.3		
U.S. City Average					
1960	88.0	88.7	88.8	89.3	88.7
1965	93.7	94.7	94.8	95.4	94.5
1970	114.5	116.3	117.5	119.1	116.3
1975	157.8	160.6	163.6	166.3	161.2
1977	178.2	181.8	184.0	186.1	181.5
1978	189.8	195.3	199.3	202.9	195.4
1979	209.1	216.6	223.4		

* Chicago-Gary Standard Consolidated Statistical Area

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

Grocery Sales by Day of Week

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

	Percent of Weekly Sales Volume
Sunday	4.6%
Monday	8.1%
Tuesday	8.9%
Wednesday	11.0%
Thursday	19.6%
Friday	25.7%
Saturday	22.1%
Total Grocery Expenditure	100.0%

Means of Transportation to Work

Private Auto or Car Pool	75.8%
CTA, Bus, L or Subway	14.5%
Commuter Train or Railroad	4.9%
Walk to Work	3.7%
Other	0.9%
Work at Home/Do Not Travel to Work	1.1%
Total	100.0%

SOURCE: Who Buys What in Chicago Now, 1978.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Addison-Green Meadows, Inc. 12 W. Lake Street Addison, Illinois 60101	DuPage 20 W.	166,670	Goldblatt's
Arlington Plaza Arlington Heights and Rand Roads Arlington Heights, Illinois 60004	Cook 25 N.W.	252,650	Goldblatt's
Belvidere Mall Shopping Center 2107 Belvidere Road Waukegan, Illinois 60085	Lake, IL 35 N.	300,000	Montgomery Ward & Co.
Brementowne Mall 159th Street and Oak Park Avenue Tinley Park, Illinois 60477	Cook 21 S.W.	400,000	Gately's Dept. Store
Brickyard, The 6445 W. Diversey Avenue Chicago, Illinois 60635	Cook 10 N.W.	876,000	J.C. Penney Co. Montgomery Ward & Co.
Canterbury Shopping Center 159th St. (U.S. 6) & Kedzie Ave. Markham, Illinois 60426	Cook 20 S.	300,000	Goldblatt's
Century Mall U.S. 30 and Indiana 53 Merrillville, Indiana 46410	Lake, IN 32 S.E.	401,134	Goldblatt's Montgomery Ward & Co.
Cermak Plaza Cermak Road and Harlem Avenue Berwyn, Illinois 60402	Cook 10 W.	327,000	Sears Roebuck & Co.
Deerbrook Mall Lake-Cook and Waukegan Roads Deerfield, Illinois 60015	Cook 22 N.	507,000	Montgomery Ward & Co.
Edens Plaza Lake Avenue and Skokie Highway Wilmette, Illinois 60091	Cook 15 N.	290,000	Carson Pirie Scott & Co.
Evergreen Plaza 95th Street and Western Avenue Evergreen Park, Illinois 60642	Cook 11 S.W.	1,200,000	Carson Pirie Scott & Co. Montgomery Ward & Co.
Ford City Shopping Center 7601 S. Cicero Avenue Chicago, Illinois 60652	Cook 10 S.W.	1,450,000	J.C. Penney Co. Montgomery Ward & Co. Wieboldt's
Fox Valley Center Illinois Routes 59 and 65 Aurora, Illinois 60506	DuPage 32 W.	1,467,372	J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Golf Mill Shopping Center Golf Road and Milwaukee Avenue Niles, Illinois 60648	Cook 16 N.W.	1,030,000	J.C. Penney Co. Sears Roebuck & Co.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Harlem-Irving Plaza 4104 N. Harlem Avenue Norridge, Illinois 60634	Cook 11 N.W.	370,000	Wieboldt's
Hawthorn Center Milwaukee Avenue (IL 21) and Town Line Road (IL 60) Vernon Hills, Illinois 60060	Lake, IL 31 N.W.	1,400,000	Marshall Field & Co. Sears Roebuck & Co.
Hillcrest Shopping Center Larkin and Plainfield Roads Crest Hill, Illinois 60435	Will 35 S.W.	320,000	Goldblatt's
Hillside Shopping Center Eisenhower Expressway and Wolf Road Hillside, Illinois 60162	Cook 14 W.	471,004	Carson Pirie Scott & Co. Goldblatt's
Jefferson Square Shopping Center 2450 W. Jefferson Street Joliet, Illinois 60436	Will 38 S.W.	551,000	Montgomery Ward & Co. Wieboldt's
Lake Meadows Shopping Center 3300 S. Dr. Martin Luther King, Jr. Drive Chicago, Illinois 60616	Cook 3 S.	250,000	Goldblatt's
Lakehurst Shopping Center Illinois Highways 43 and 120 Waukegan, Illinois 60085	Lake, IL 36 N.	1,200,000	Carson Pirie Scott & Co. J.C. Penney Co. Wieboldt's
Lawrencewood Shopping Center Oakton Street and Waukegan Road Niles, Illinois 60648	Cook 13 N.W.	290,000	Goldblatt's
Lincoln Mall Route 30 and Cicero Avenue Matteson, Illinois 60443	Cook 27 S.	1,200,000	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co. Wieboldt's
Lincoln Village Lincoln Avenue and McCormick Boulevard Chicago, Illinois 60645	Cook 9 N.	115,000	Wieboldt's
Louis Joliet Mall Interstate 55 and U.S. 30 Joliet, Illinois 60435	Will 36 S.W.	305,000	Bergner-Weise J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Meadowdale Shopping Center Route 25 and Lake Marion Road Carpentersville, Illinois 60110	Kane 38 N.W.	487,000	Wieboldt's

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Morton Grove Shopping Center Dempster Street and Waukegan Road Morton Grove, Illinois 60053	Cook 14 N.W.	354,000	Goldblatt's
North Riverside Park 7500 W. Cermak Road North Riverside, Illinois 60547	Cook 10 W.	1,100,000	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co.
Northbrook Court Shopping Center Lake-Cook and Lee Roads Northbrook, Illinois 60062	Cook 21 N.	1,013,057	Nieman-Marcus Sears Roebuck & Co.
Oakbrook Center Route 83 and Cermak Road Oak Brook, Illinois 60521	DuPage 18 W.	1,265,862	Marshall Field & Co. Sears Roebuck & Co.
Old Orchard Shopping Center Skokie Highway and Golf Road Skokie, Illinois 60076	Cook 14 N.	1,229,524	Marshall Field & Co. Montgomery Ward & Co.
Orland Square 151st Street and La Grange Road (U.S. 45) Orland Park, Illinois 60462	Cook 22 S.W.	1,214,000	Carson Pirie Scott & Co. J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Park Forest Plaza Lakewood Boulevard and Western Avenue Park Forest, Illinois 60466	Cook 28 S.	917,000	Goldblatt's Marshall Field & Co. Sears Roebuck & Co.
Randhurst Rand (U.S. 12) and Elmhurst (IL 83) Roads Mt. Prospect, Illinois 60056	Cook 21 N.W.	1,100,000	Carson Pirie Scott & Co. Montgomery Ward & Co. Wieboldt's
River Oaks 159th Street and Torrence Avenue Calumet City, Illinois 60409	Cook 20 S.	1,175,210	Marshall Field & Co. Sears Roebuck & Co.
St. Charles Shopping Center Prairie and Randall Roads St. Charles, Illinois 60174	Kane 38 W.	130,000	Montgomery Ward & Co.
Scottsdale Shopping Center 79th Street and Cicero Avenue Chicago, Illinois 60652	Cook 11 S.W.	210,000	Goldblatt's
Southlake Mall Interstate 65 and U.S. 30 Merrillville, Indiana 46410	Lake, IN 33 S.E.	1,057,000	Carson Pirie Scott & Co. J.C. Penney Co. L.S. Ayres & Co. Sears Roebuck & Co.

18	Wichita, KS	$11,574	18	Seattle-Everett, WA	$18,671	18	CHICAGO, IL - NORTHWESTERN, IN IL - IN	$27,169
19	Cleveland, OH	11,532	19	Denver, CO	18,565	19	Denver, CO	27,089
20	Denver, CO	11,475	20	Green Bay, WI	18,490	20	Kansas City, MO - KS	26,981
21	Minneapolis-St. Paul, MN	11,421	21	Cincinnati, OH-KY-IN	18,354	21	Cedar Rapids, IA	26,584
22	Kansas City, MO - KS	11,409	22	Kansas City, MO - KS	18,262	22	Seattle-Everett, WA	26,567
23	Buffalo, NY	$11,396	23	Cedar Rapids, IA	$18,224	23	Los Angeles-Long Beach, CA	$26,565
24	Bakersfield, CA	11,380	24	Indianapolis, IN	18,193	24	San Diego, CA	26,276
25	Cedar Rapids, IA	11,332	25	Durham, NC	18,074	25	Pittsburgh, PA	26,134
26	Pittsburgh, PA	11,273	26	Pittsburgh, PA	18,008	26	Indianapolis, IN	25,971
27	Cincinnati, OH-KY-IN	11,244	27	Lancaster, PA	17,982	27	Durham, NC	25,923
28	Indianapolis, IN	$11,218	28	St. Louis, MO - IL	$17,897	28	Cincinnati, OH-KY-IN	$25,882
29	Durham, NC	11,172	29	Wichita, KS	17,783	29	St. Louis, MO - IL	25,847
30	St. Louis, MO - IL	11,150	30	Los Angeles-Long Beach, CA	17,722	30	Wichita, KS	25,783
31	Lancaster, PA	11,123	31	San Diego, CA	17,707	31	Dayton, OH	25,717
32	Green Bay, WI	11,108	32	Dayton, OH	17,430	32	Lancaster, PA	25,611
33	Houston, TX	$10,906	33	Bakersfield, CA	$17,168	33	Baton Rouge, LA	$24,891
34	Dayton, OH	10,888	34	Houston, TX	17,114	34	Houston, TX	24,787
35	Dallas, TX	10,699	35	Atlanta, GA	16,897	35	Atlanta, GA	24,666
36	Orlando, FL	10,582	36	Baton Rouge, LA	16,806	36	Dallas, TX	24,492
37	Baton Rouge, LA	10,560	37	Dallas, TX	16,714	37	Bakersfield, CA	24,486
38	Atlanta, GA	$10,495	38	Nashville, TN	$16,627	38	Nashville, TN	$24,135
39	Nashville, TN	10,364	39	Orlando, FL	16,334	39	Orlando, FL	23,926
40	Austin, TX	10,288	40	Austin, TX	16,211	40	Austin, TX	23,822

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

AVERAGE ANNUAL PRODUCERS PRICE INDEXES
FOR "ALL COMMODITIES" AND FOR GROUPINGS OF PROCESSED FOODS
--SELECTED PERIODS SINCE 1950--
(1967 = 100.0)

YEAR		PROCESSED FOODS						
	All Commodities	Cereal & Bakery Prod.	Meats, Poultry & Fish	Dairy Products	Processed Fruits & Vegetables	Sugar and Confectionery	Beverages & Beverage Materials
1950	81.8	71.6	97.7	68.9	86.6	75.3	78.4
1955	87.8	84.1	81.6	77.1	91.5	85.2	93.1
1960	94.9	88.1	93.1	86.1	92.8	90.1	92.8
1965	96.6	93.1	96.2	89.0	95.2	96.5	99.2
1970	110.4	107.6	115.8	111.2	110.4	115.9	112.9
1971	113.9	111.4	116.0	115.4	114.3	119.2	115.8
1972	119.1	114.7	130.0	118.6	119.7	121.6	118.0
1973	134.7	134.4	167.5	131.1	129.6	132.3	121.7
1974	160.1	171.2	163.5	146.4	154.6	257.6	140.7
1975	174.9	178.0	191.0	155.8	169.8	254.3	162.4
1976	182.9	172.1	181.6	168.3	170.3	190.9	173.1
1977	194.2	173.2	182.0	173.4	187.3	177.5	200.9
1978	209.3	190.3	217.1	188.4	202.6	197.8	200.0
1979 (Nine Months)	231.5	206.0	241.9	208.7	221.5	211.5	207.3
1979 by Months							
January	220.8	197.2	240.3	203.5	218.5	204.8	200.9
February	224.1	199.1	248.5	203.2	219.5	208.4	201.1
March	226.7	200.1	250.6	204.9	219.6	208.4	201.2
April	230.0	203.0	253.0	207.1	220.5	208.7	201.5
May	232.0	204.9	250.4	207.9	221.4	209.6	205.3
June	233.1	206.4	231.6	208.3	221.4	212.6	208.3
July	236.6	210.5	237.7	209.0	223.1	215.7	213.7
August	238.1	215.1	225.5	215.8	224.4	218.3	215.9
September	241.7	217.7	239.8	218.3	225.0	217.3	217.9

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics (nine months for 1979 are our computations.)

COMPARISON OF CHANGES IN FOOD PRICES FOR THE UNITED STATES AND SELECTED AREAS
Consumer Price Indexes for All Urban Consumers for September, 1979
(1967 = 100.0)

Area	FOOD AT HOME					Food away from home
	Total	Cereal & Bakery Prod.	Meats, Poultry, Fish & Eggs	Dairy Products	Fruits & Vegetables	
United States City Average	234.7	225.6	231.0	211.3	231.8	276.0
Anchorage	230.5	210.7	248.9	200.8	209.0	261.5
Atlanta	239.0	236.0	221.8	237.3	248.2	270.8
Baltimore	234.8	213.7	232.5	204.8	235.4	283.1
Boston	232.6	233.2	236.3	204.2	222.0	271.1
Buffalo	231.9	219.5	231.2	206.9	218.6	272.8
Chicago	235.2	228.1	233.3	208.2	230.3	282.1
Cincinnati	250.1	260.8	233.8	220.9	242.9	304.9
Cleveland	241.5	224.6	241.1	223.4	229.3	284.1
Dallas	228.6	220.6	221.2	215.6	220.9	262.9
Denver	223.2	208.1	213.7	215.8	211.7	274.5
Detroit	226.3	232.8	221.6	228.2	199.9	262.6
Honolulu	248.5	222.9	253.6	228.1	267.7	264.5
Houston	235.9	218.1	234.6	230.5	235.5	256.4
Kansas City	232.9	231.7	221.5	219.5	233.2	268.7
Los Angeles - Long Beach	230.5	227.9	231.9	197.0	216.4	272.3
Milwaukee	230.3	228.3	235.4	226.1	209.2	251.7
Minneapolis	238.7	242.2	233.1	235.5	228.6	259.2
New York	238.7	227.3	225.3	212.0	251.6	291.9
Northeast Pennsylvania	230.5	211.4	236.0	202.9	233.8	269.8
Philadelphia	232.5	234.9	228.9	207.8	222.3	280.4
Pittsburgh	236.1	226.8	233.8	200.7	229.3	285.0
Portland, OR	230.6	229.2	247.8	190.3	208.0	272.1
St. Louis	237.0	236.9	225.1	223.9	239.5	275.4
San Diego	223.0	217.9	226.1	196.7	217.2	258.8
San Francisco	241.5	224.6	239.3	201.2	250.4	293.5
Seattle	219.0	209.9	228.4	190.6	187.2	267.1
Washington	248.6	237.8	231.0	200.8	281.7	304.0

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Water Tower Place 835 N. Michigan Avenue Chicago, Illinois 60611	Cook 1 N.	615,000	Marshall Field & Co.
Waukegan Shopping Plaza Glen Flora and Lewis Avenues Waukegan, Illinois 60085	Lake, IL 38 N.	201,000	Goldblatt's
Winston Park Plaza Shopping Center 8900 W. North Avenue Melrose Park, Illinois 60160	Cook 12 W.	500,000	J.C. Penney Co.
Woodfield Mall Illinois Highways 53 and 58 Schaumburg, Illinois 60172	Cook 25 N.W.	2,267,000	J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Woodmar, The Fashion Center 165th Street and Indianapolis Boulevard Hammond, Indiana 46320	Lake, IN 20 S.E.	123,007	Carson Pirie Scott & Co.
Yorktown Shopping Center Butterfield Road and Highland Avenue Lombard, Illinois 60148	DuPage 21 W.	1,500,000	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co. Wieboldt's

* State and Madison Streets.

Section Three:

SELLING THE MARKET

HOW TO REACH MORE PROSPECTS

OWNERSHIP OF MAJOR HOUSEHOLD ITEMS

APPAREL AND FURNISHINGS BOUGHT IN PAST YEAR

FOOD AND TOILETRY PRODUCTS ON HAND

HOW TO OPTIMIZE REACH PER DOLLAR AMONG ADULT WOMEN READERS

PRE-SOLD GROCERY AND HOUSEHOLD PRODUCTS

THE CHICAGO SUN-TIMES

REACHES

- More readers under 50
- More readers with children
- More larger household readers

and

these are readers who buy more of your grocery products

DAILY NEWSPAPER COMPARISON

	NET REACH			COST PER 1,000	
	Sun-Times	Tribune	S-T Lead	S-T	Trib.
Total Adults	1,926,000	1,773,000	153,000	$2.25	$ 2.54
Under 50	1,318,000	1,009,000	309,000	3.29	4.46
5 or More Persons	451,000	433,000	18,000	9.62	10.39
With Children	955,000	906,000	49,000	4.54	4.97

THE SUN-TIMES REACHES MORE OF THE MARKET AT LESS

COST PER 1,000 THAN THE TRIBUNE

SOURCE: Readership - Carl J. Nelson Research, Inc. - 1979.

COSTS: Cost per 1,000 based on 1,000 Line Ad B/W
(Daily City & Suburban General Rates);
Sun-Times Rates effective September 1, 1979;
Tribune Rates effective January 1, 1979.

MARKET PENETRATION

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

Households Owning	Number of Households	Percent of Households
Color Television	1,802,000	76%
Cars	1,746,000	74%
Refrigerator	1,660,000	70%
Home	1,565,000	66%
Automatic Washing Machine	1,446,000	61%
Black & White Television	1,304,000	55%
Gas Range	1,304,000	55%
Power Lawn Mower	1,162,000	49%
Gas Dryer	972,000	41%
Stereo - Component System	901,000	38%
Automatic Dishwasher	711,000	30%
Central Air Conditioning	664,000	28%
Room Air Conditioner	664,000	28%
Stereo - Console Type	569,000	24%
Electric Range	427,000	18%
Snow Blower	356,000	15%
CB Radio	332,000	14%
Electric Dryer	308,000	13%
Microwave Oven	166,000	7%

SOURCE: Who Buys What in Chicago Now, 1978.

MARKET PENETRATION

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

Households Buying in Last 12 Months	Number of Households	Percent of Households
Shoes, Woman's	1,472,000	62%
Sportswear, Woman's	1,417,000	60%
Shirt, Man's	1,344,000	57%
Underwear, Man's	1,324,000	56%
Brassiere	1,273,000	54%
Children's Wear	1,259,000	53%
Shoes, Man's	1,244,000	53%
Shoes, Children's	939,000	40%
Bed Sheets	898,000	38%
Street Dress	888,000	37%
Pant Suit	839,000	35%
Suit, Man's	697,000	29%
Coat, Woman's	644,000	27%
Furniture	622,000	26%
Other Dress	459,000	19%
Topcoat, Man's	378,000	16%
Rugs/Carpeting	340,000	14%
Household Fabric	297,000	13%
Mattress	288,000	12%
Girdle	287,000	12%
House Dress	190,000	8%

SOURCE: Who Buys What in Chicago Now, 1978.

MARKET PENETRATION

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

Percent of Households Having Product on Hand

80% or More

Bath Soap
Toilet Tissue
Gen. Duty Detergent
Internal Pain Relievers
Dentifrice
Headache Remedies
Fresh Milk
Catsup
Paper Towels
Lt. Duty Liq. Detergent
Cleansing Tissue
Margarine
Liquid Bleach
R-T-E Cereal

60% to 80%

Liquid Shortening
Plastic Kitchen Wrap
Macaroni or Spaghetti
Peanut Butter
White Bread
All Purp. Liquid Cleaner
Hot Cereal
Table Syrup
Canned Tuna Fish
Saltine Crackers
Window or Glass Cleaner
Liquid Salad Dressing
Regular Coffee
Toilet Bowl Cleaner
Ice Cream
Fabric Softener
Bacon
Stomach Distress Rem.
Frozen Vegetables

40% to 60%

Dessert Pudding
Plastic Trash Bags
Frankfurters
Canned Pork and Beans
Instant Coffee
Non-White Bread
Canned Peaches
Air Freshener
Potato Chips
Canned Green String Beans
Frozen Orange Juice
Cake Mix
Cola Drinks
Dry Pkg'd Noodles
Dry Pkg'd Drink Mixes
Butter
Packaged Cookies
Canned Milk
Floor Wax
Pre-Washes

20% to 40%

Paper and Plastic Cups
Other Soft Drinks
Breakfast Drink
Dry Pkg'd Potatoes
Cottage Cheese
Pkg'd Luncheon Meat
Other Dry Seasoning Mixes
Dog Food
Frozen Seafood
Canned or Jarred Beets
Pork Sausage
Whipped Topping
Low-Calorie Soft Drinks
Coffee Additives
Aerosol Rug Cleaner
Frozen Pizza
Ginger Ale
Dry Gravy Seasoning Mixes
Dry Spaghetti Sauce Mix
Chilled Orange Juice

Less than 20%

Frozen Dinners
Yogurt
Canned Chili
Canned Salmon
Frozen Main Dishes
Canned Chinese Food
Canned Ham
Canned Beef Hash
Frozen Pies
Frozen Cakes
Natural Cereal
Cat Food
Cat Litter
Canned Luncheon Meat
Canned or Pkg'd Mexican Food

SOURCE: Who Buys What in Chicago Now, 1978.

THE CHICAGO SUN-TIMES CONTINUES TO

	Total in SMSA	Sun-Times
TOTAL WOMEN REACHED IN:	2,591,000	963,000
Readers Per Dollar		206
LARGE FAMILIES		
5 or More Persons	555,000	211,000
Readers Per Dollar		45
GROWING FAMILIES		
Children Under 18 Present	1,426,000	475,000
Readers Per Dollar		101
YOUNGER PEOPLE		
Age Under 35	1,030,000	401,000
Readers Per Dollar		86
Age Under 50	1,630,000	645,000
Readers Per Dollar		138
KEY TARGET MARKET		
Age Under 50 with 3 or More in Household	1,292,000	447,000
Readers Per Dollar		95

SOURCE: Carl J. Nelson Research, Inc. - 1979.

COSTS: Based on Full Page B & W Ad (C & S General Rates);
Sun-Times Rates effective September 1, 1979;
Tribune Rates effective January 1, 1979.

REACH THE BEST PROSPECT AND AT A LOWER COST

Tribune	Sun-Times Advantage		Net Reach Sun-Times/ Tribune
	Number	Percent	
924,000	+ 39,000	+ 4.2%	1,729,000
86	+ 120		
211,000	-	-	389,000
20	+ 25		
452,000	+ 23,000	+ 5.1%	857,000
42	+ 59		
273,000	+128,000	+46.9%	624,000
25	+ 61		
498,000	+149,000	+30.0%	1,054,000
46	+ 92		
420,000	+ 27,000	+ 6.4%	801,000
39	+ 56		

THESE COMPANIES' PRODUCTS HAVE BEEN
Advertisers Using the Chicago Sun-

A-1 Steak Sauce
Ajax Products
Alaga Syrup
Alba 66 Hot Cocoa Mix
American Dairy Assoc.
American Lamb Council
Arm & Hammer Baking Soda
Arm & Hammer Laundry Detergent
Armour/Dial Company
    Chili/Meat Products
Atalanta Ham
Aunt Jemima Pancake Mix/Syrup
Aurora Toilet Tissue
Azteca Taco Shells
Bar Tender Cocktail Mix
Beatrice Foods
    Aunt Nellie's Vegetables
    Burny Bakers
    La Choy Products
Beef Industry Council
Bertolli Lucco Oil
Bisquick
Bon Ami Cleaners
Booth's Frozen Fish Products
Borden's
    Cheeses
    Prize Drink Mixes
Bowlene Toilet Bowl Cleaner
Brach's Candies
Brawny Towels
Breast O Chicken Tuna
Bridgford Frozen Bread Dough
Broadcast Chili
Broadcast Corned Beef Hash
Broadcast Real Crumbled Bacon
Brooks Beans
Brooks Catsup
Brownberry Breads
Bubbleup
Bumble Bee Tuna
Cadbury Candies
California Raisin Advis. Board
California Strawberry Advis. Board
Campbell Sales Company
    Franco-American
    Pepperidge Farm Baked Goods
    Swanson Foods
Candydent
Cap'n Crunch
Captain Kid Peanut Butter
Carbona
Carnation Company
    Contadina Tomato Paste & Sauce
Celeste Frozen Pizza
Chateau Frozen Dumplings & Entrees
Cheerios
Cheeses from France
Chef Pierre Hi Pies
Chilli Man Chilli
Chiquita Bananas
Chockfull O Nuts Coffees
Chockfull O Nuts Frozen Cakes
Climalene
Coca-Cola
    Coke
    Fresca
    Tab
Cold Power
Cookie Crisp Cereal
County Line Cheese
County Stand Mushrooms
Creamettes Macaroni Products
Creative Crust
Crunchola Bars
Dannon Yogurt
Dash
Dean's Dairy Products
    Peter Piper Pickles
Diet Delight Fruit
Dietrite
Dole Bananas
Domino Sugar
Dow Products
Downyflake Frozen Vegetables
Dream Whip
Dressels Frozen Cakes
Duncan Hines Cake Mix
Easy Off Oven Cleaner
Eckrich Meat Products
Empire Kosher Frozen Products
Everfresh Grape Juice
Fab
Florida Corn
French's Mustard
French's Potatoes
French's Sloppy Hot Dog Season Mix
Freshenup Gum
Fresh Horizon's Bread
Fresh and Natural Bread
Freshlike Vegetables
Fritos Corn Chips
G.E. Light Bulbs
GF Savings Corner Coupons
GW Sugar
Gaymont Sour Supreme
Gaymont Party Dips
General Foods
    Instant Coffees
    Shake & Bake
General Mills
    Betty Crocker Cake Mix
    Betty Crocker Cookie Mix
    Betty Crocker Frosting
    Gold Medal Flour
Gerber Peanut Spread
Glad Bags
Glad Wrap
Glenmark Frozen Meat Products
Golden Grahams
Golden Grain Macaroni Products
    Rice-A-Roni
Golden Griddle Syrup
Good Seasons Salad Dressing Mix
Grandma Grafs Drinks

PRE-SOLD TO CHICAGO'S PRIME PROSPECTS
Times for Food & Household Supplies

Handi-Wrap
Heath Bits-of-Brickle
Heath Candies
Hefty Bags
Heinz Barbeque Sauce
Heinz Frozen Cakes
Heinz Gravy
Heinz Ketchup
Heinz Vinegar
Herb-Ox Broth
Hershey's Candies
Hershey's Syrup
Hi-C Drink Mix
Hi-C Fruit Drink
Hills Bros. Coffees
Hinckley & Schmitt Water
Hormel, Geo. A., Company
- Dinty Moore Beef Stew
- Mary Kitchen Hash

Hunt Barbeque Sauce
Hunt Products
Hygrade Meat Products
Instant Quaker Oatmeal
Interstate Brands
- Butternut Bread

Jays Potato Chips
Jeno's Frozen Pizza
Joan of Arc Beans
John's Frozen Pizza
John, S.C., Company
- Diapers
- Glo Coat

Jolly Rancher Candies
Kaukauna Club Cheese
Keebler Crackers
Kellogg's Apple Jacks
- Bran Buds
- Cereals
- Cocoa Crisp
- Corn Flakes
- Cracklin Bran
- Croutettes Stuffing
- Frosted Flakes
- Frosted Rice
- 401 Brand Flakes
- Graham Crackos
- Mini Wheats
- Pop Tarts
- Product 19
- Raisin Bran
- Rice Crispies
- Special K
- Sugar Frosted Flakes
- Frosted Mini Wheats

Kimberly-Clark
- Delsey Toilet Tissue

King Kold Frozen Entrees
Kleen 'N Shine
Kleenex Diapers
Kleenex Toilet Tissue
Kundsen Cheesecake Dessert
Kundsen Frozen Yogurt

Kraft Foods
- Bar-B-Que Sauce
- Cheese
- Dinners
- Marshmallows
- Parkay Light Spread
- Philadelphia Cream Cheese
- Salad Dressing

Krakus Polish Ham
La Pizzeria Frozen Entrees
La Victoria Chili Dip
La Victoria Sauce
Lady Scott Toilet Tissue
Land O Lakes Butter
Land O Lakes Dairy Products
Land O Lakes Margarine
Lawry's Seasonings
Lawry's Taco Shells
Libby's Corned Beef
Libby's Fruits
Libby's Tomato Juice
Libby's Vegetables
Lipton, Thomas J., Company
- Cup A Noodles
- Cup O Soup
- Ice Tea Mix
- Instant Tea
- Tea

Lite Lunch
Lloyd J. Harris Frozen Pies
Lysol Products
McCormick Condiments
M&M/Mars Candies
Manischewitz Herring
Mardi Gras Towels
Marie Salad Dressings
Martha White Mixes
Maruchan Instant Lunch In-A-Cup
Maxim Freeze Dried Coffee
Maxwell House Coffee
Maypo Oatmeal & Wheatena
Mazola Oil
Milnot
Minute Maid Frozen Con. of Lemonade
Minute Maid Fruit Punch
Minute Maid Orange Juice
Minute Rice
Minwax Products
Morton Water Softening Salts
Mott's Apple Juice
Mr. Coffee Filters
Mrs. Butterworth's Syrup
Mrs. Grass' Macaroni Products
Mrs. Grass' Soups
Mrs. Paul's Frozen Fish Products
Mrs. Smith's Frozen Pies
Mrs. T.S. Frozen Entrees
Mrs. T.S. Pierogies
Mueller Macaroni Products
Nabisco Candies
Nabisco Crackers
Nabisco Snacks

(Continued)

THESE COMPANIES' PRODUCTS HAVE BEEN
PRE-SOLD TO CHICAGO'S PRIME PROSPECTS

Advertisers Using the Chicago Sun-Times
for Food & Household Supplies

Nescafe Decaf. Inst. Coffee
Nestle Candies
Nestle Cookie Mix
Nestle Morsels
Nestle Quik
New Mill Macaroni Products
Noodles To Go
Northern Napkins
Northern Toilet Tissue
On Cor Frozen Entrees
Oodles of Noodles
Orange Nip Frozen Orange Juice
Oscar Mayer Meat Products
Pacer's Punch Chews
Pacific Coast Canned Pears
Paper Maid Baking Cups
Freezer Wrap
Plastic Cups
Patio Frozen Enchiladas
Patio Frozen Mexican Dinners
Pepsi-Cola Company
Dad's Root Beer
Diet Pepsi-Cola
Pepsi-Cola
Pet Ritz Frozen Piecrust
Peter Paul's Candies
Pillsbury Company
Baking Products
Best Flour
Cake Mixes
Quick Bread Mix
Planter's Peanuts
Planter's Snacks
Popeye Puffed Rice & Wheat
Post Bran Flakes
Post Brand Cereals
Prince Macaroni Products
Prince Spaghetti Sauce
Pringle's Potato Chips
Proctor & Gamble
Bounty
Charmin
Crisco Oil
Folger's Coffee
Progressive Beverages
Puffs Facial Tissues
Quaker Cereals
Corn Meal
100 Natural Cereals
Quick Oats
Raid Roach Tape
Ralston-Purina Company
Chex Cereals
Chicken of the Sea Tuna
Red Cross Macaroni Products
Reese's Jellies and Preserves
Reese's Mustard
Reese's Seasonings
Reggie Candy Bar
Reynold's, R.J., Company
College Inn Products
Hawaiian Punch
Rich's Frozen Coffee Rich
Rid X
Roach Prufe
Roman Meal Baking Products
Salada Tea
Salerno Crackers
Saluto Frozen Pizza
Sara Lee Frozen Cakes
Sargent Cheese
Scotchbrite Scrub 'N Sponge
Scott Napkins
Scott Toilet Tissues
Scott Towels
Scotties Facial Tissues
Seven Seas Salad Dressings
Shasta
Shiver Drink Mix
Shout
Slender
Soft 'N Pretty Toilet Tissue
Spic 'N Span
Staley Syrup
Stewart Pouch Pack Coffee
Storch Candies
Stouffer's Frozen Entrees
Stuffing Mix
Sunshine Crackers
Supersoft Kitchen Klenser
Sweet 'N Low
Swift's Frozen Turkey Products
Swift's Meat Products
Swift's Soup Starter
Taster's Choice Freeze Dried Coffee
Texize Products
Thank You Pie Fillings
Thank You Puddings
Thick & Thirsty Towels
Thielmann's Meat Products
TV Time Popcorn
20 Mule Team Borox
Uncle Ben's Rice
Stuff & Such
Van Camp's Beans
Van Camp's Frozen Fish Products
Vanish
Viva Towels
WD 40
Waldorf Toilet Tissue
Weaver Frozen Chicken Products
Weight Watchers Cottage Cheese
Weight Watchers Snacks
Welchade Frozen Grape Drink
Wheatena
White Cloud Toilet Tissue
Wilderness Fruit Fillings
Wilson's Corn King Meat Products
Wilson's Ham
Wilson's Meat Products
Wisconsin Sausage
Wishbone Salad Dressings
Woolite
Wrigley's Gum
Yoplait Yogurt
Ziploc Bags

FREE!

CHECK OUR CONSUMER DATA BANK FOR OTHER NEW MARKET, MEDIA, CONSUMER AND BRAND INFORMATION

In addition to latest, most up-to-date information about about Chicago newspaper coverage and efficiency, we offer comprehensive Chicago Standard Metropolitan Statistical Area data developed for us through special agreement with the Carl J. Nelson Research Company.

Our computer contains the buying records of over 84,000 Chicago area households, related to their product usage and demographics.

We can provide answer to two major types of questions asked by media planners today:

(1) Who are the users, the real customers, in a certain product category?

(2) Which newspapers do they read?

For more information, call or write Market Research Dept. 401 N. Wabash, Chicago, IL (60611) (312) 321-2770 or your local Sun Times office.

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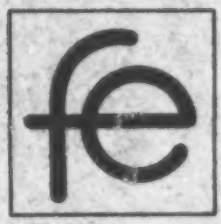

Compliments of

THE CHICAGO SUN-TIMES

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